

Southwest

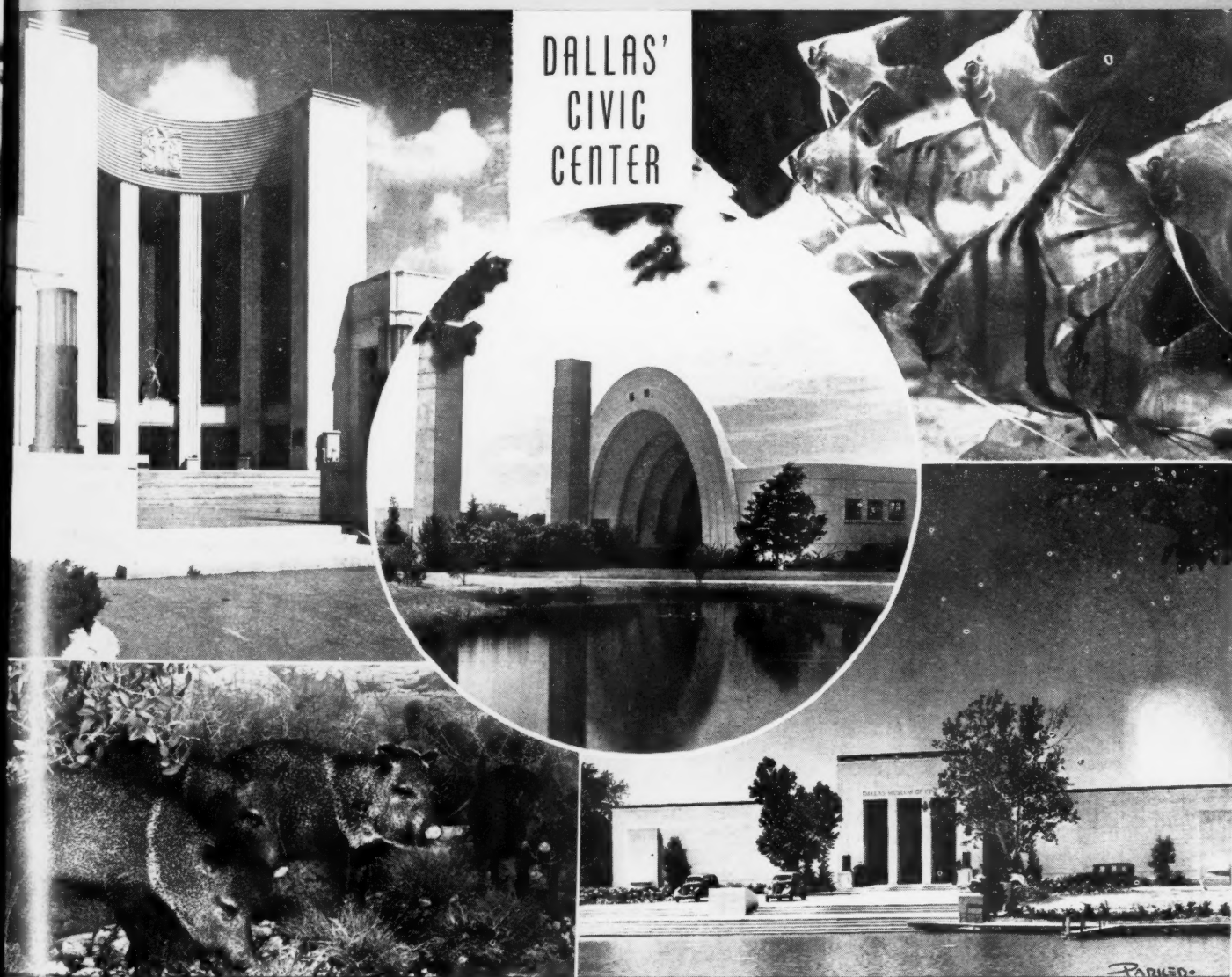
JULY
1938

20
CENTS

BUSINESS

name
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Published at Dallas in the interest of the Southwest since 1922



DALLAS'
CIVIC
CENTER

—Parker-Griffith Photos

Five scenes from the Civic Center group of museums: Above, left, the majestic entrance niche of the State of Texas Building; right, strange fish swimming in one of the Aquarium tanks; center, the Amphitheatre, mirrored in the lake around which the museums are grouped; bottom, left, the javelina hog habitat group in the Museum of Natural History; right, the Dallas Museum of Fine Arts.

A *Cost*

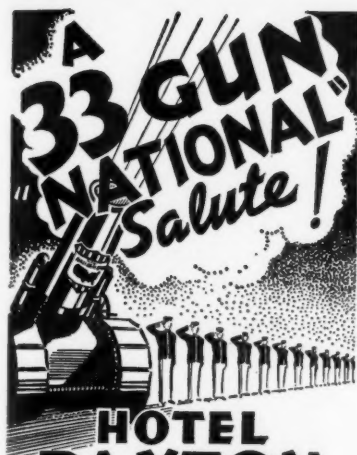
INCLUDED IN

YOUR GAS BILL . . . Do you know that being under strict

regulation necessitates Lone Star Gas System preparing all kinds of reports for more than twenty different boards, commissions and committees representing local, district, county, state and federal governments? The number of reports required by these governmental agencies is increasing rapidly. In 1937 we had to prepare over 27,000, and this year the number will be even larger. All this requires extra employees, large office space, much time and heavy additional expense. It is a factor in steadily rising operating costs.

We are not complaining, for we believe reasonable regulation of utilities is necessary. But out of the dollars you pay for gas service must come the means for meeting this mounting expense. And as such items mount up, a smaller share of the dollar you pay us is left to pay for the essentials of service.

LONE *S*[★] **TAR GAS SYSTEM**



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HOTEL LINCOLN	Lubbock
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HOTEL OHLSON	Ranger
HOTEL CACTUS	San Antonio
ANGELES COURT	San Antonio
VIRGINIA	
HOTEL MOUNTAIN LAKE	Mt. Lake



Southwest BUSINESS

Established 1922

Published by
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In the Interest of the Great Southwest

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ANDREW DeSHONG, Editor
HUGH CARGO, Staff Artist
EARL Y. BATEMAN, Manager

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1920 *Down from Canada* came tales of a wonderful beverage

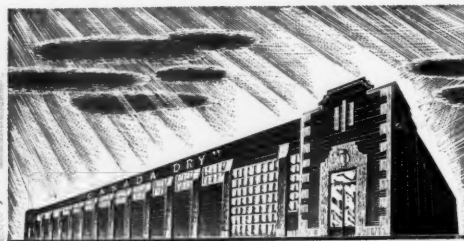
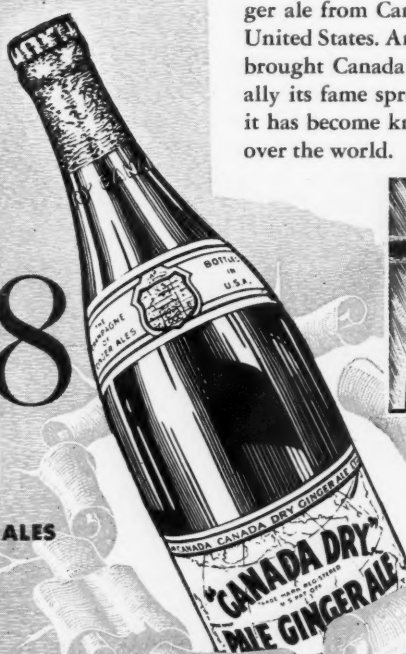


It was over a generation ago that rumors first began filtering out from Canada that certain clubmen had discovered a ginger ale that was as different from ordinary ginger ales as day from night. Their friends from the United States asked about this beverage... tasted it... and enthusiastic in their praise, brought a bottle or two home so their own friends could sample it. One man, when he first tasted it, said on the spur of the moment, "This is really *The Champagne of Ginger Ales*."

Gradually more and more people heard about this dry ginger ale from Canada... wished they could get it here in the United States. And so it was that in 1920 a group of Americans brought Canada Dry Ginger Ale to New York City. Gradually its fame spread still farther... and as the years went on it has become known and liked by discriminating people all over the world.

1938

BECAUSE THE
CHAMPAGNE OF GINGER ALES
HAS BECOME SUCH A
FAVORITE WITH TEXANS



CANADA DRY *now builds new plant* *in the Lone Star State*

The new Canada Dry plant which has just been completed in Dallas makes the manufacture of Canada Dry one of Texas' own industries. This plant began operations May 16th and from Dallas Canada Dry will be shipped to all of Texas. Since this will eliminate high freight charges, you can now get the same fine ginger ale you've always enjoyed at greatly reduced prices!

NEW LOW PRICES

CANADA DRY GINGER ALE

"It's Gingervating"

SPARKLING CANADA DRY WATER

For zesty and delicious tall drinks

LEMON LIME RICKEY

A true fruit beverage, an ideal mixer

... AND OTHER DELICIOUS
FLAVOR BEVERAGES

Southwest BUSINESS

VOLUME 17

JUNE, 1938

Number 6

Dallas Gets Dividends on \$3,000,000 CIVIC CENTER

IN the hectic days of 1935, when Dallas was building a world's fair, the construction of the \$3,000,000 Civic Center group of museums was only a minor theme in the great symphony of Centennial preparations.

The Civic Center was dwarfed by the bigness of the Centennial Exposition. It wasn't in the newspapers or before the public as much as Mona Leslie, "the Diving Venus," or Corinne, the apple dancer. It wasn't the spectacular attraction the Midway was, nor did it create as much excitement as the Cotton Bowl's schedule of football games.

But when the close of the exposition permitted a rational analysis, it was found that more than 4,000,000 visitors had been attracted to the galleries of the Museum of Fine Arts, the habitat groups of

the Natural History Museum, and the tanks of the Aquarium.

In 1937 the Pan American Exposition encore to the Centennial again made natural history, fish, paintings and statuary a part of the general scheme of showmanship and entertainment. Hundreds of thousands of visitors poured into the museums again during the Pan American Fair.

Post-mortems on the exposition era revealed the Civic Center as one of Dallas' most valuable legacies from the two big ventures into civic showmanship. The Dallas Chamber of Commerce, in its 1937 annual report, made maintenance and maximum use of the Civic Center buildings one of its major objectives for the new year. In the months that followed the Park Board of the City of Dallas, owner

of the Civic Center, worked out programs for the operation of the buildings on a normal, long-range basis. For fifty weeks out of the year now, the Civic Center museums are part of Dallas' unexcelled attractions for residents and visitors alike. For fifteen days this Fall, they will be an important part of the Golden Jubilee State Fair of Texas, October 8-23.

What Dallas built in such haste in 1935 to round out the big Centennial Exposition has now come to be valued by business men as well as civic and cultural leaders. The museums are worthwhile, almost any Dallasite will assure you, because of their entertainment and educational value for the city. And they are doubly worthwhile, many a far-visioned business man will tell you, because they attract to Dallas visitors from a wide radius in the

"The Westminster Abbey of the Western World." The State of Texas Building was so described at its dedication. The interest and pride which Texans have already shown justify the description. Parker-Griffith Photo.



Southwest. And anything that brings visitors and buying power to a city is a commercial asset even though its primary value may be cultural or educational.

The consensus now is that the Civic Center museums, properly developed and maintained, will give Dallas one of the greatest centers of this kind in America. Few cities have had the opportunity to construct such a group of museums simultaneously; few cities have public buildings of such architectural beauty in a park as popular as Dallas' exposition grounds.

In 1935 the City of Dallas constructed the Museum of Fine Arts, the Museum of Natural History, the Amphitheatre, the Aquarium, the Horticultural Museum and the Domestic Arts Museum. The Museums of Fine Arts, Natural History and Horticulture and the Aquarium and the Amphitheatre were grouped around an artificial lake. The Domestic Arts Museum was built some distance apart from the others.

At the same time, the State of Texas was constructing the \$1,200,000 State of Texas Building, focal point of the exposition grounds. This shrine, referred to at its dedication as "the Westminster Abbey of the Western World," quickly took its place among the most beautiful buildings in America.

Near by, the United States erected the Federal Building, also a permanent and beautiful structure.

By fortunate circumstance, the State of Texas Building and the Federal Building are now a part of the Civic Center. The City of Dallas leased the State of Texas

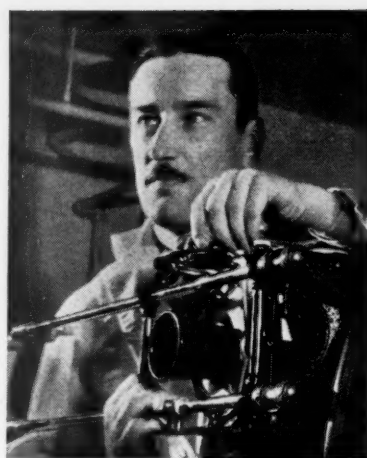
Building and turned it over under contract to be operated by the Dallas Historical Society. The city also acquired control of the Federal Building, to be the Hall of Education for the State Fair of Texas. The building erected as the Domestic Arts Museum has been leased to the Texas Institute of Natural Resources, for its museum, laboratories and headquarters.

Today all of these buildings are open to the public except the Horticultural Museum and the Federal Building, and the latter will be opened October 8 when the State Fair begins its Golden Jubilee Celebration.

Each museum has been averaging between 100 and 200 visitors on weekdays this summer, and between 500 and 1,000 visitors on Saturdays and Sundays. With the reopening of schools, the museums' attendance will skyrocket far above the summer averages. Plans are under way to repeat the tours made by school pupils last Spring. In sixty days last Spring, the Aquarium alone had 270,000 visitors, by actual count.

Despite the activity which has centered around the museums, there are still thousands of Dallasites who know little or nothing of them, who have no appreciation of these civic assets. In some instances the museums and the work they are doing have received more recognition in other cities than they have in Dallas. *Southwest Business* and the Dallas Chamber of Commerce hope to help correct this lack of knowledge and lack of appreciation.

Formal installation of the Dallas Historical Society in the State of Texas Build-



Charles M. Muskavitch, director of the laboratory of restoration and conservation, Dallas Museum of Fine Arts.

ing took place June 24, when G. B. Dealey, president of the Society, was host at a luncheon in the great Hall of State. At that time, the society pledged itself "to make this institution not merely a repository of dead relics but a powerful and spiritual force for the preservation of the ideal of freedom for all men, even to generations unborn."

Shortly before the contract was signed for permanent operation of the State Building, Dr. William E. Howard gave to the society his priceless collection of Texana and Mexicana. The Howard Collection includes approximately 2,000 books on Texas; 2,500 rare documents, letters and manuscripts relative to the history of Texas, largely prior to 1845; and several fine paintings. There are letters of Stephen F. Austin, William B. Travis, General Sam Houston, James Bowie and other heroes of the Texas Revolution. The collection also includes documents signed by each of the 63 Viceroy's who ruled Mexico (and Texas) for Spain. An important section of the collection is the noted Father Fisher collection covering the reign and execution of Maximilian, "Phantom Emperor" of Mexico.

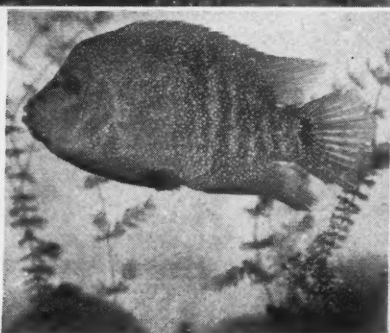
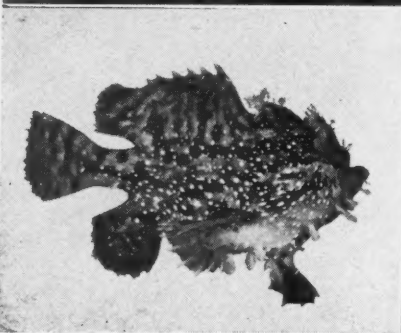
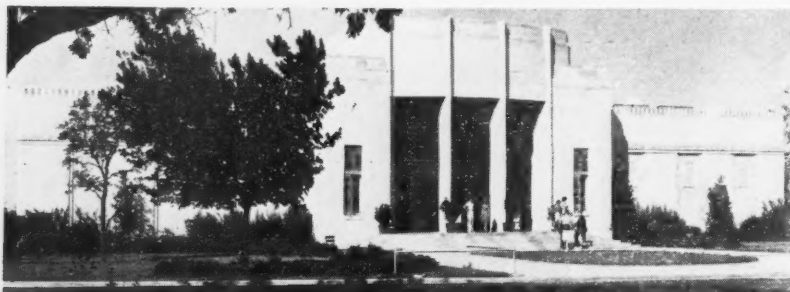
One of the priceless documents bears the signature of both King Ferdinand and Queen Isabella of Spain.

The Howard Collection is supplemented by numerous others acquired by the Historical Society since it was founded in 1922. They also relate to the early history and development of Texas, and to the founding and growth of Dallas. Together, these collections form the nucleus for the museum, which the Dallas Historical Society is confident will become one of the greatest in America. Preparation and display of the museum collections is directed by Herbert Gambrell, curator, and Virginia Leddy, archivist.

But entirely apart from the historical documents and relics it houses or may one

(Continued on Page 16)

The Aquarium, below, is one of the most popular museums in the Civic Center. At bottom, left, is the rare Sargassumfish on exhibit in one of the Aquarium tanks, and at right is one of the museum's native fish. Parker-Griffith Photos.



Dallas Market Season Focuses Interest on Profit Zone

DIFFERENCES between the business picture in the Southwest and that for America as a whole have focused Southwestern retail merchants' interest on the Dallas Market for the Fall season, July 25-August 20.

While much of America has been engulfed in the Gloom Belt the first half of 1938, business in the Southwest has at least held its own and by comparison with the Gloom Belt this area has been prosperous.

The Southwest has been spotlighted as the nation's Profit Zone. Buying power has been active. Retail merchants have been alert to business opportunities and have successfully repulsed Gloom Belt psychology. They have realized full well that they were doing business with Profit Zone customers who wanted Profit Zone merchandise.

Under these conditions, the Dallas Market approaches its Fall season as different from other markets as the Gloom Belt is from the Profit Zone. It has the Profit Zone merchandise which customers of Southwestern retail merchants will buy this Fall and Winter.

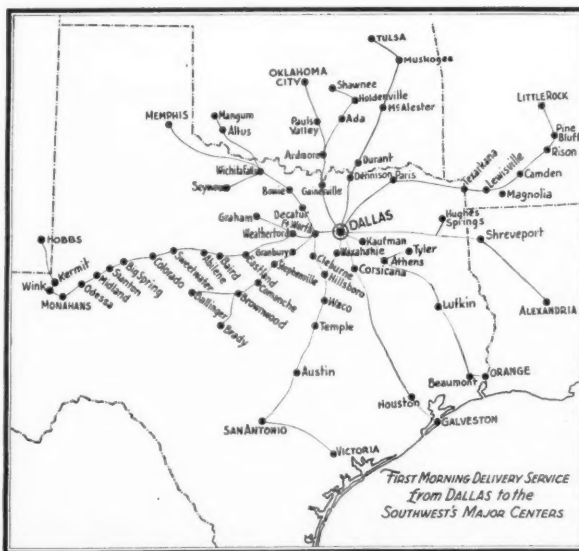
Entirely aside from the fact that the Dallas Market is in complete harmony with the Southwestern business picture as no other market could be, recent developments within the Market itself have emphasized its importance.

The Dallas Market has a stronger, more effective organization, created by the recent merger of the Dallas Wholesale Merchants Association with the manufacturers division of the Chamber of Commerce. By bringing its manufacturers and distributors together in a single powerful organization, the Dallas Market is better able to serve its retail customers and to emphasize the completeness of Dallas as the Southwest's distribution center.

Another force which will be felt in the Dallas Market for the first time this season is the new Apparel Division of the Dallas Manufacturers and Wholesale Association. The division brings together in one closely-knit unit the allied fashion interests of the Market, and particularly

the manufacturers, wholesalers and jobbers of women's wear. It promises a greater return to retail merchants who buy fashion merchandise in the Dallas Apparel Market, and also a continually rising prestige for Dallas as an apparel fashion center.

The Apparel group is the first of several similar divisions which are to be organized within the Manufacturers and Wholesalers Association. Eventually, each major classification of business and industry within the market—the hardware and implement group, the food products group, the drugs and cosmetics group, the furniture and home furnishings interests, etc.—will be organized in similar divisions of the Association. The Manufac-



turers and Wholesalers Association will coördinate and supplement the programs of its divisions for the building of a greater Dallas Market to serve the merchants of the Southwest.

One of the major attractions of the Fall Market Season will be the series of fashion shows to be staged by the Southwestern Style Show Association the nights of July 26, August 2 and August 9.

The vast amphitheater on the exposition grounds, home of the State Fair of Texas, will be the setting for the fashion shows. The great open-air theater will seat an audience of 5,000 people for each

show. The mammoth stage, with its beautiful background, will be augmented by an 80-foot runway out into the amphitheater terraces, guaranteeing a "ringside view" for every spectator. The shows will have a streamlined presentation, with six models on the stage and runway at all times during the fashion parade. The corps of forty mannequins, chosen for beauty and ability to wear clothes "to the manor born," has been pronounced the most beautiful ever recruited for a fashion show in the Southwest.

Hyman Charninsky's orchestra will play for the fashion shows, and for dancing in the moonlight at the amphitheater following each of the revues. Outstanding entertainment acts will be interspersed in the fashion parades.

The fashion show audiences will be urged to remain for the dances, and provision is being made to accommodate large crowds, according to Ernest L. Blanchard, president of the Style Show Association.

In addition to the fashion shows and entertainment which the market itself provides for the visiting merchants, there will be numerous other recreational attractions. Night clubs, bathing beaches, boating, fishing, horseback riding, baseball and softball, tennis, boxing, wrestling, theatres, and museums and art galleries will compete for the visitors' leisure hours.

The Dallas Market embraces the largest number and the greatest variety of manufacturing and distributing interests

of any city between the Mississippi River and the Pacific Coast. The Market boasts that it supplies every merchandise need, from toys to tractors, from pretzels to paints, from cans to caviar. Virtually the geographic center of the vast Southwestern area, the Dallas Market has unexcelled transportation and communication facilities. It has a wide radius of first morning delivery service for its retail customers, and is easily accessible from any section of the Southwest.

Enthusiastic Response Greet Jubilee State Fair Plans

REACTION to our return to an active stage, during the first six months of preparing for the Golden Jubilee Celebration, has been far beyond everyone's anticipation. It is not only in Dallas, but throughout the state that the response has been wonderful, and never before has the State Fair of Texas received such offers of aid and assistance.

For six months, the State Fair of Texas has been making plans for its Golden Jubilee Celebration. Included in these plans are preparations for statewide shows of various types. To hire the work done which is being done now in promoting the show, would take a Croesus to pay the bill. But through the wonderful co-operation we are receiving from Texas A. & M. College, County and Home Demonstration Agents, agricultural agents of railroads, Chambers of Commerce, industries and others, we are able to gather these various new features together to present at our Golden Jubilee Celebration.

Perhaps the greatest step forward made by the State Fair of Texas in many years will be reflected in the Agricultural Show. We hope to present the most complete picture of Texas agriculture ever seen. We have taken competition out of the county agricultural exhibits, thereby giving each county an opportunity of show-

By OTTO HEROLD
President, State Fair of Texas

ing its best products. The score card system of grading exhibits, where each county was compelled to show certain crops, has been discarded.

Instead of two or three big prizes and numerous smaller awards, each county presenting a creditable exhibit will be given \$125. This will help to defray the cost of making the exhibit, and the county will receive the publicity and advertising the display will bring that particular county.

The object of this type of show is for persons who might be thinking of moving from one section to another, or a person who comes to the State Fair from out of the state with a view to locating in Texas, or to the person who is anxious to raise some particular crop, to be able to go and find the county where he will be interested in starting a farm.

Competition has not been taken out of individual farm exhibits, nor from the 4-H Club and Future Farmer exhibits. Awards have been increased in both classes of this exhibit.

Another forward step in the presentation of the agricultural possibilities of Texas is a show which is now being ar-

ranged which will give every section of Texas an opportunity to picture its best crops.

There are twelve geographic soil regions of the state. Each one of these sections is particularly noted for some special crop; viz, the tomato and fruit crop of the red clay sections of Smith, Cherokee and adjoining counties; the black-eyed pea crop and truck in Henderson, Leon and other counties; the very good variety of wheat grown in the High Plains section; the melon territory of the sandy lands of Northeast Texas; the wool and mohair of the Edwards Plateau section, and numerous other outstanding crops.

These sections are not in competition with each other, for each produces a quality which the other counties can not touch. This soil-regional type of agriculture will also present a complete picture of Texas agricultural resources.

We have attended meetings with agricultural directors and county agents in the East Texas Chamber of Commerce region. Six of the soil regions are in this section. We have also attended meetings with the West Texas Chamber of Commerce. Five of the soil regions are in their section, and the South Texas Chamber of Commerce and Chambers of Commerce managers of the Rio Grande Valley have given us their assurance that they will co-operate in making this soil type show a success.

Such co-operation as we have received on this one show gives us every possible assurance that the Golden Jubilee Celebration of the State Fair of Texas will be the most successful in the history of this institution.

Our ticket campaign, which we used to raise funds for rehabilitating grounds and buildings and making other preparations for the Golden Jubilee Celebration, has been marked by success from the start. Many Dallas firms have done what we asked—bought a book of the tickets for each employee. The sale will close within a short time now, and we are grateful for the success it has received.

The Golden Jubilee State Fair of Texas, October 8-23, will be a show window for Southwestern agriculture and industry, bringing together in one vast display all the products of soil and factory which have made this the Empire Region of America.





The Dallas Power and Light Company's new Mountain Creek plant—part of its program of building "for the service of a million Dallas people." The new plant, with its 31,250-kilowatt generating capacity, this month is being added to the present 82,500-kilowatt capacity of the company's Griffin Street plant.

BUILDING for the service of a million Dallas people—as it has publicly proclaimed so often in the Dallas press—the Dallas Power & Light Company is completing last tests prior to putting its trim, powerful and efficient new Mountain Creek steam generating plant into operation for the service of a greater Greater Dallas.

The new plant, a symbol of the company's faith in the future of Greater Dallas and confidence that it will grow with the city, adds 31,250 kilowatts, or 41,800 horsepower, to the company's generating capacity and removes any fear that a shortage of electricity will retard the development of Greater Dallas within the next few years. The older Griffin Street plant of the company has a generating capacity of 82,500 kilowatts, and by tying the two plants together the power concern places a total of 113,750 kilowatts at the disposal of Dallas energy users.

The older plant will continue to operate indefinitely, with the new station assisting it in supplying the demands for current and forming a bulwark against possible power shortages as Dallas develops and the use of electricity mounts.

The rapidly increasing demand for electrical energy is emphasized by the fact that in 1917, the year in which the Dallas Power & Light Company came into existence, a total of 48,072,902 kilowatt hours was distributed locally by the company, and in 1937 a total of 307,502 kilowatt hours was distributed here. This, of course, means that consumption in 1937 was more than six times greater than it was only twenty years earlier.

In 1917 the Dallas Power & Light Company had a generating capacity of only 18,300 kilowatts, or less than one-sixth of the capacity it will have when the new Mountain Creek station goes on the line. As of December 31, 1917, the

Power Company Builds for "1,000,000 Dallas People"

company had 24,693 customers, compared with more than 80,000 now.

And while the demand for current has increased, the cost to industrial, commercial and residential users has dropped, according to the company's records. For example: the average residential rate for the year ended September 30, 1917, was 9.11 cents per kilowatt hour, against 4.18 cents for the year ended April 30, 1938. This means that the cost declined 54 per cent during that period of approximately twenty years. That electricity is cheap in Dallas is one reason for local industrial and commercial growth, to say nothing of the low cost of electrical-living benefits Dallas residents enjoy.

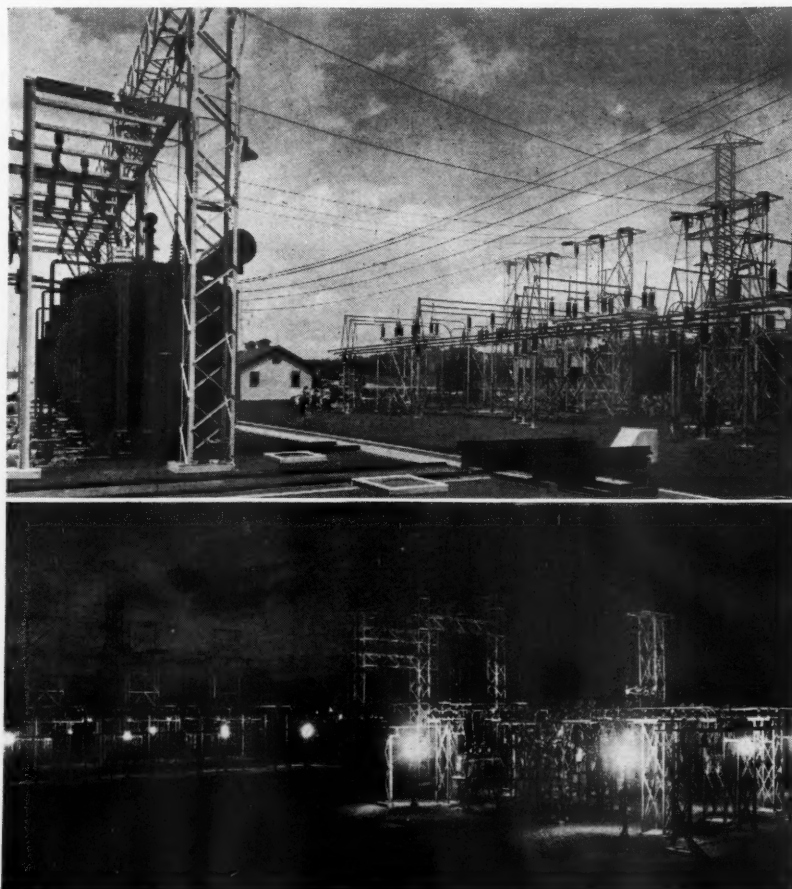
As a precaution against possible interruption of service from the new plant

because of tornadoes, two transmission lines are provided from the Mountain Creek plant to the Griffin Street station. One line is routed via the new Cedar Crest sub-station, a part of the Mountain Creek development project, and the other connects at a point near Irving with the existing south circuit of the Dallas-Norwood line, which runs to the old plant. Since tornadoes usually stay within a narrow path, it is considered quite unlikely that both lines would be ripped down by a single twister, and, of course, if one line were put out of service the other would continue to send current to Dallas.

The new plant brings into sharper relief the progress made by the Dallas

(Continued on Page 33)

The 60,000-volt switching structure at the new Mountain Creek station is shown below. At bottom is the new Cedar Crest substation, which provides necessary facilities for handling a portion of the increased load from the company's new Mountain Creek plant and also improves distribution throughout the Oak Cliff area.



Resurgent Dallas Spirit

Aids Chamber of Commerce

RESURGENCE of the Dallas Spirit in a way which recalled memories of big achievements in the city's history has marked the Chamber of Commerce campaign for new members and increased subscriptions.

The campaign was directed by E. P. Simmons, vice president of the Chamber and chairman of the finance committee. Special literature, publicity, radio talks, a movie short and billboards proclaimed the purposes of the campaign. Personal solicitations were made in the wake of the publicity drive, and the entire city has been made conscious of the Chamber of Commerce and its program for a Tomorrow's Dallas of 500,000 people.

Money secured through new memberships is earmarked for a three-point expansion program: Industrial development, bringing more people and bigger payrolls; and more aggressive development of convention and tourist business. The additional funds secured from increased budget subscriptions and the memberships which were increased to budget subscriptions will be used to place the Chamber in a sounder financial position. The Dallas Chamber of Commerce budget for 1938, adopted prior to the campaign, is \$104,000 compared with \$164,000 for the Houston Chamber of Commerce and \$157,500 for the Oklahoma City Chamber.

The following list of new members, new budget subscribers, memberships increased to budget subscriptions, and special subscriptions is an indication of the way in which Dallas has responded to the Chamber's appeal. The campaign is being continued until every objective has been attained, Mr. Simmons said.

NEW MEMBERS

Sunny Brook Estate, Chas. P. Freeman, Real Estate.
Bankers Protective Life Insurance Co., Floyd B. Ford, Insurance.
McFadden Lumber Co., Jno. R. McFadden, Lumber.
Geo. L. Simpson & Co., Inc., Geo. L. Simpson, Municipal Bonds.
Club Cafe, A. A. Brockles, Cafe.
Cronk Company, L. C. Pope, Wholesale Plumbing.
Baker Brothers Nursery Co., I. J. Ramsbottom, Nursery.
Walls Clothing Co., George S. Walls, Men's Clothing.

M. & F. Cloak & Suit Mfg. Co., M. Farber, Dress and Suit Manufacturers.

Jay R. McClure, Individual.

The Audiphone Company, L. M. Miller.
Mente & Company, Max Goldsmith, Bags.

City Salvage Co., M. Bullis, Hardware & Cafe Supplies.

Dallas Silversmithing Co., F. E. Lane, Electroplating.

J. E. Earnest & Co., J. E. Earnest, Insurance.

Tom Sawyer Advertising Agency.

Reed Hardware Co., E. B. Reed, Retail Hardware.

The Southland Ice Co., W. F. Leonard, Ice Manufacturers.

Keystone Freight Lines, R. A. Essary, Motor Freight Lines.

Hunsaker Motor Freight Co., R. B. Hunsaker Motor Freight Lines.

Erle Racey, Advertising Agency.

Dallas Blue Print Co., R. L. Hawley, Blue Prints.

W. M. Smith Electric Co., W. M. Smith, Electrical Contractors.

Sultan Turkish Bath House, Mrs. M. E. Marshall, Turkish Baths.

Dairyland Milk Co., A. R. Gustafson, Dairy Products.

Youngblood & McCorvey, D. R. McCorvey, Attorneys.

W. P. Gage & Son, Inc., W. P. Gage, Pumps.

Texas Textile Mills, Clarence R. Miller, Textiles.

American National Life Insurance Co., Tom P. Stephens, Insurance.

Kohen-Ligon-Folz, Inc., Jos. B. Folz, Dress Manufacturers.

C. G. Unlaub Co., C. G. Unlaub, Manufacturers Agents.

Goodman's Cafeteria, Carl Goodman, Cafeteria.

Douglas-Guardian Warehouse Corp., Gilbert R. Bodet, Field Warehousing.

Wash Rite Laundry, L. T. Pellerin, Laundry.

M. H. Marr, Individual.

Crystal Ice Co., J. E. McEvoy, Ice Manufacturers.

American Trading Co., Inc., Morton S. Rubin, Retail Groceries.

Hall & Purse, Inc., J. A. Purse, Jr., Wholesale Furniture.

Republic Engineering Co., W. C. Walls, Electrical Engineers.

Gregory-Robinson-Speas, Inc., Otis E. Gillim, Vinegar Mfrs.

Martyn Bros., Inc., Henry J. Martyn, Plumbing.

Hugo K. E. Gerth, Individual.

Exporters Realty Co., J. S. Ownby, Office Building.

Dal-Tex Coffee Co., Alex Geisenberger, Wholesale Coffee.

Booth-Henning, Inc.

Earl Fain, Individual.

AAA Sheet Metal Works, Inc., C. W. Lawrence, Sheet Metal Contractors.

J. P. Lippincott Co., Walter C. Johnson, Publishers.

Guardian Funeral Home, Inc., E. C. Smith, Jr., Funeral Directors.

Teat Heating & Cooling Co., I. H. Teat, Heating and Ventilating.

Geophysical Service Inc., W. C. Edwards, Geologist.

Hap Morse Bowling Alley, Hap Morse, Bowling.

Overhead Door Co. of Texas, L. M. Frierson, Manufacturers.

Stanford Furniture Co., B. T. Stanford, Sr., Retail Furniture.

Henderson House Furnishings, Roger D. Henderson, Retail House Furnishings.

Connelly Typewriter Co., Jack F. Connelly, Typewriter Repair.

Wm. L. Crawford, Investments.

Lee Raley, Factory Representative.

Otto Coerver Co., Otto Coerver, Store Fixtures.

Corgan & Moore, Wm. J. Moore, Architects.

Joseph F. Leopold, Supervisor of Public Utilities.

Belknap & Wheeler, Joe D. Wheeler, Insurance.

Blechman Millinery Co., Inc., H. Blechman, Millinery Manufacturers.

Rigsbee Iron Craft Studio, A. Ralph Rigsbee, Iron Furniture.

Texsylvania Mineral Corp., Glenn Myers, Oil Royalties.

Geo. W. McCormick, Insurance Agency, George W. McCormick, Insurance.

W. R. (Bill) Ellis Insurance Agency, W. R. Ellis, Insurance.

Main Fixture Co., C. B. Cunningham, Store Fixtures.

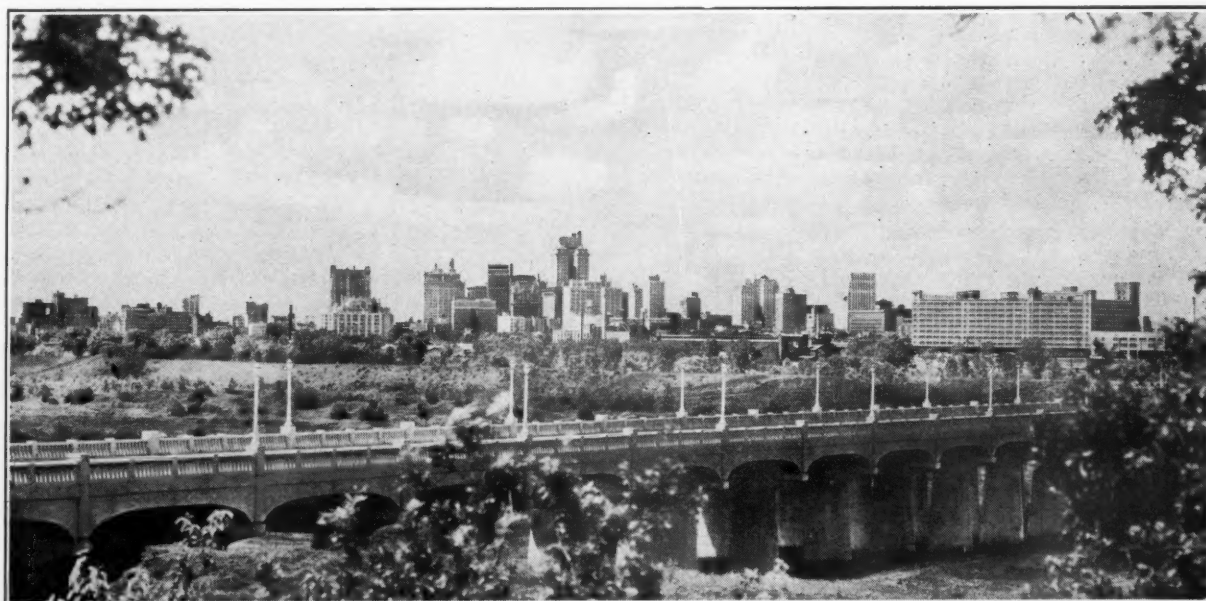
General Plumbing Co., Inc., Lucyle Hanson, Wholesale Plumbing.
 Sigel Liquor Store, Sidney Sigel, Retail Liquor.
 George Greenway Heating & Ventilating Equipment, George H. Greenway, Manufacturers Agents.
 Sam & Ed Auto Parts, Inc., Florence Abramson, Auto Parts.
 St. Paul Hospital, Sister DePaul, Hospital.
 Abe I. Brilling, Insurance.
 J. P. Awalt & Co., J. P. Awalt, Wholesale Furniture.
 Kenneth Murchison & Co., Kenneth Murchison, Insurance.
 Firestone Auto Supply & Service Store, A. B. Case, Auto Supplies.
 Bartz & Company, C. F. Bartz, Cotton.
 Hutchison, Bonner & Burleson, J. E. Hutchison, Jr., C.P.A.
 R. E. Griffiths Theatres, Inc., R. I. Payne, Theatres.
 Cowdin Brothers, D. H. Cowdin, Building Contractors.
 D. W. E. Crow, Physician.
 Golden & Cochran, T. B. Cochran, Oil Operators.
 Ellis Petroleum Co., J. C. Ellis, R. E. Smart, Oil Company.
 Fulton Market, George E. Hamm, Market.
 Nehi Bottling Co., C. L. Martin, Beverages.
 Stone Company, A. C. Stone, Termite Control.
 Burton Lumber Corp., John R. Darnell, Retail Lumber.
 Washington National Life Insurance Co., Alfred Chenowith, Insurance.

Interstate Wrecking Co., Inc., J. T. Hollis, Wrecking and Lumber.
 Fred Sheppard Auto Financing Co., Fred Sheppard, Auto Financing.
 Union Central Life Insurance Co., W. M. Brown, Insurance.
 Texas Detective Agency & Merchants Police, Seaborn C. Massey, Detective Service.
 Spence & Matson.
 Indian Paint & Wall Paper Co., 1710 Commerce St., F. B. Hodkin, Retail Paints and Wall Paper.
 Associated Air-Conditioning Institute, Inc., R. Sere, 815 Kirby Building, Air Conditioning Equipment.
 Investors Syndicate, Gulf States Building, Clyde J. Moore, Savings and Retirement Income.
 Franklin & Gilboe, Great National Life Building, Geo. A. Franklin, Interior Decorators.
 Eros Vienna Clinic, 1928 Main St., Ludwig Eros, Cosmetic, Dermatology Baths.
 Texas Detective Agency and Merchants Police, 612½ Commerce St., Seaborn C. Massey, Watchman and Patrol Service.
 Nehi Bottling Co., 816 Exposition Ave., C. L. Martin, Beverages.
 Right-Way Welding Works, 1428 N. Zangs Blvd., Rufus F. Street, Commercial Welding.
 Ace Plumbing Company, 3014 Ross Ave., Sam Roback, Wholesale Plumbing Supplies.
 A. A. Travel Bureau, 103 Martin St., Homer V. Talbott, Travel Service.
 Louis H. Novin, 1108 Main St., Louis H. Novin, Retail Jewelry.

Kenner Motor Co., 517 Jackson St., C. C. Kenner, Auto Storage.
 Fulton Market, 1917 N. Houston, Geo. E. Hamm, Wholesale Meats.
 Skinnie-Jimmie Firestone Store, Ross and Harwood Sts., Harry Powell, Auto Supplies.
 G. & C. Florist, 3901 Colonial Ave., Miss Stella Glover, Florist.
 Free Clinic Drug Store, 1734 N. Ewing St., J. S. Paul, Retail Drugs.
 Sam A. Wing Company, 3800 Cedar Springs Road, Sam A. Wing, Manufacturers Agents.
 Forestone Company, 500 Exposition Ave., Ralph W. McCann, A. B. Cass, H. E. Powell, Auto Supplies.
 George V. Basham, Great National Life Building, Real Estate.
 Munger & Moore, Wilson Building, Jack R. Munger, Insurance Agency.
 E. B. Bynum, First National Bank Building, Insurance and Mortgages.
 Dallas Coffee & Tea Co., 1205 Camp St., Jno. Smart, Coffee and Tea.
 Payne & Cowan, Santa Fe Building, Graham Payne.
 Union Central Life Insurance Co., Republic Bank Building, W. M. Brown, Insurance.
 Interstate Wrecking Co., Inc., 1112 Forest Ave., J. T. Hollis, Wrecking Lumber.
 Fred Sheppard Automobile Finance, 607 N. Harwood St., Fred Sheppard, Auto Financing.
 Burton Lumber Corporation, Good and Pacific Ave., Jon. R. Darnell, Retail Lumber.
 Alfred Chenowith, Southwestern Life

(Continued on Page 18)

The Dallas skyline today. The Chamber of Commerce, through its current membership campaign, has given the city the vision of a Tomorrow's Dallas of 500,000 people, dominant city of the great Southwest. Lloyd Long Photo.



Business Review and Outlook In the Southwest

By HAROLD M. YOUNG

District Manager, Bureau of Foreign and Domestic Commerce
United States Department of Commerce

WHILE retail trade in Dallas and vicinity in recent weeks has been somewhat less than for the same period last year, this section continues to compare favorably with any section of the United States. Both Texas and Oklahoma have shown unusual resistance to the recession.

For the week ending June 4, Dallas stores reporting to the Dallas District Office, Bureau of Foreign and Domestic Commerce, did as well, or better, than for the same week of the previous year. The complete range was from a decrease of 12.6 percent to an increase of 17.2 percent. For the week ending June 11, better than two-thirds of the reporting retail stores registered decreases compared with the same week of the previous year, the complete range being from a decrease of 31.4 percent to an increase of 9.5 percent. For the week ending June 18, practically all of the reporting retail stores registered decreases compared with the same week last year, the complete range being from a decrease of 32.5 percent to an increase of 2.2 percent. The week ending June 25 showed some improvement, as better than one-third of the reporting stores registered increases as compared with the same week of the previous year, the complete range being from a decrease of 17 percent to an increase of 35 percent.

Fourteen department stores in Dallas, Houston, Fort Worth, San Antonio, and El Paso, reporting to the Dallas Federal Reserve Bank, for the week ending June 25 registered a decline of 5.7 percent as compared with the same week of the previous year. Six stores in Dallas declined 4.2 percent. The three Houston stores declined 3 percent; while the five stores located in Fort Worth, San Antonio, and El Paso declined 8.4 percent. As compared with the previous week the showing of these stores was as follows: Dallas stores decreased 5.2 percent; Houston stores decreased 26.0 percent; while the stores in the other three cities registered a gain of 8.9 percent. The fourteen stores located in the five cities declined 5.1 percent. The four weeks ending June 25, as compared with the same four-week period of last year, showed Dallas with a decline of 5.6 percent, Houston with an increase of 5.4 percent, the other cities with a decrease of 3.0 percent, and all of the

stores combined with a decrease of 2.4 percent.

May retail sales of independent stores in Texas as compared with May of last year showed a decrease of 12.3 percent. Decreases were registered in all of the various retail classifications covered with the exception of filling stations, which increased 2.1 percent; florists with an increase of 2.2 percent; and heating and plumbing shops with an increase of 3.1 percent. Stores located in cities of over 100,000 population showed the smallest decline, 8.6 percent. Stores in the 50,000 to 100,000 population group declined 9.9 percent. In the 2,500 to 50,000 population group the decline was 17 percent, and in the less than 2,500 population group the decline was 19.5 percent. Declines were registered in almost all the cities for which separate information is available, the notable exceptions being Childress, Vernon, Wichita Falls, Snyder, Denton, and Ennis. Childress and Vernon had increases of 17.2 percent and 11.4 percent, respectively. The increases for the other cities were slight. Fifty-two retail stores in Dallas showed a decline of 7.8 percent in May as compared with May of last year.

The Bureau of Business Research reports that a further recession in Texas industry and trade occurred during May, although the rate of decline was even less pronounced than the moderate decline which occurred in the months immediately preceding, and that present indications point to a leveling of the Texas business curve during the next two months and an upward tendency early next fall. The composite business index for Texas for May stood at 92.4 as compared with 99.0 in May of last year and 93.2 in April of this year. (100 equals the average month of 1930).

Retail trade in Oklahoma was not down quite as much in May, as compared with May of last year, as was the case in Texas, percent. However, none of the cities for which separate information is available showed an increase. The cities in the 5,000 to 10,000 group in Oklahoma showed a decrease of only 0.7 percent.

In Arkansas the decrease in May, 1938, as compared with May, 1937, was 19.2 percent. One city for which separate information is given showed an increase.

This was Ft. Smith, and the increase was 1.1 percent.

The *Louisiana Business Review*, published by the Louisiana Bureau of Business Research, brought out the fact that May sales in department stores in Louisiana were down 3.0 percent from April and 4.4 percent from May of last year.

Railroads have been making preparations for handling the large wheat crop in the Panhandle, South Plains, and North Central regions of Texas by moving empty cars into these regions to be ready to haul the grain as threshing crews start work. The Bureau of Agricultural Economics reports the small grain crops as above the average, with anticipated production of slightly under 40 million bushels of wheat for Texas compared with the production last year of 41,690,000 bushels. The ten-year average is 29,984,000 bushels. For Oklahoma the Bureau of Agricultural Economics indicates a wheat production of 72,400,000 bushels (early June report) as compared with 65,462,000 bushels in 1937 and a ten-year average of 4,015,000 bushels, with more recent reports indicating that yields from a few early fields in the North Central area are disappointing.

Weather conditions have been more or less favorable in this section recently, with the prospects for summer range feeds in Texas mostly favorable. The condition of all ranges continued above average for the same period of last year in most areas.

The Bureau of Business Research reports the manufacture of creamy butter and American cheese in Texas in May increased 5.5 percent and 25.6 percent, respectively, over May last year. Ice cream manufacture, however, was 11.2 percent below May of last year.

The Southwest Shippers' Advisory Board reports prospective carloadings during the third quarter of 1938 as being down 6.3 percent from the same quarter of 1937. Prospective increases in carloadings were as follows: flour, meal, and other mill products 10 percent; iron and steel 5 percent; cement 10 percent; brick and clay products 9 percent.

New car sales in Dallas County for the week ending June 25 showed improvement over the previous week, 204 registrations compared with 172. However, registrations were still below the comparable week of last year when 292 new cars were registered. The Bureau of Business Research reports from fifteen representative Texas counties in May showed a decline in new car registrations of 1.0 percent from April and a decline of 34.9 percent from May of last year. Registrations in these fifteen counties during the first five months of the year totaled 19,827 cars, a decline of 30.6 percent from the corresponding period of last year.

(Continued on Page 35)

Dallas Business

JUNE'S record of 106 new businesses established in Dallas brought the half year total to 520, classified as follows: Manufacturing, 56; wholesale and branch houses, 100; retail, 154; oil, 49; miscellaneous, 160.

Of June's 106 new concerns, 12 were manufacturing plants, 21 wholesale or branch houses, 28 retail establishments, 10 oil companies, and 35 miscellaneous. Following are some of the concerns that located in Dallas during June:

Manufacturing:

Barq's Bottling Company, 1301 Second Avenue. Beverages.

Chem-Con Company, 1920 North Haskell Avenue. Chemicals.

Nancy Gilbert of Hollywood, 208 S. Lamar Street. Dresses.

Gitts-Itt Chemical Co., 4505 East Grand Avenue. Disinfectants.

Guiberson Oil Heater Co., 1000 Forest Avenue. Plant located at Grand Prairie. Manufacturers of oil-burning heaters. National distribution through hardware jobbers.

Hamilton Root Beer Co., 622 North Washington Ave. Beverages.

Health Craft Manufacturing Co., 3920 Oak Lawn Avenue. Playground equipment.

Shemwell Glass Works, 8669 Maple Avenue. Manufacturers of lamp chimneys, water bottles and other glass products.

Shoot Eleven Bottling Company, 2223 Elm Street. Beverages.

Smith Pie Company, 1205 Second Avenue. Wholesale bakers.

Standard Disinfectant Co., 1610 North Haskell Avenue. Disinfectants.

Victor Neckwear Co., 1105 Commerce Street. Neckwear.

Wholesale and Branches:

A C Spark Plug Company, 1512 Santa Fe Building. Regional sales office moved from Kansas City. Division of General Motors; home office, Flint, Mich.

Athletic Film Exchange, 308 South Harwood Street. Moving picture films.

Cincinnati Time Recorder Co., 2035 Main Street. Butchers' supplies. Home office, Cincinnati, Ohio.

Consolidated Engineering Co., 1704 Ross Avenue. Air conditioning equipment.

Cooling & Ventilating Sales Co., 4100 Ross Avenue. Air conditioning equipment.

Eagle Novelty Advertising Co., 4517 Bryan Street. Novelties.

J. B. Ehram & Sons Mfg. Co., 1405 Allen Building. Plaster mixers, grinding

mills and conveyors. Home office, Enterprise, Kansas.

Henderson House Furnishings, tenth floor, 2nd unit, Santa Fe Building. House furnishings.

Home Improvement Company of Texas, 606 South Harwood Street. Insulating materials.

Jefferson Supply Company, 835 West Jefferson Street. Electric fans.

Lone Star Specialty Co., 2815 Allen Street. Plumbing supplies.

Lorentzen Hardware Manufacturing Corporation, 2612 Commerce Street. Wrought hardware for Venetian blinds. Home office, New York, N. Y. Complete stocks carried in Dallas.

Regal Beer Company, 1322 Marilla Street. Wholesale beer.

V. L. Summitt Company, 1002 Lib-

erty Bank Bldg. Sales agents.

Surety Piston Ring Sales Co., 2820 Main Street. Piston rings.

Zublin & Co. of Texas, 1705 Orange Street. Affiliated with Universal Engineering Co., Ltd., Los Angeles, Calif. Oil field equipment. Dallas branch serves entire Southwest.

Petroleum:

Begum Corporation, First National Bank Building. Organized by J. M. Hackler, J. M. Moroney and M. E. Purnell. Oil royalties.

Burton Royalty Company, Inc., Kirby Building. Organized by C. P. Burton and associates. Oil royalties.

Delmarva Oil Corporation of Texas, Gulf State Building. Oil producers. Moved Fort Worth and San Antonio offices to Dallas.

F. & O. Oil Company, 822 Republic Bank Building. Oil producers.

Flostate Oil Company, Republic Bank

(Continued on Page 37)

Graphic Review of Dallas Business

Business Indices, May, 1938, compared with May, 1937

AIR MAIL POUNDAGE 1938 45,443 + 17.1% 1937 38,795	POSTAL RECEIPTS 1938 \$341,240 - 3.3% 1937 \$352,880
NUMBER OF BUILDING PERMITS 1938 777 + 42.3% 1937 546	BUILDING PERMITS 1938 \$1,134,065 + 8.7% 1937 \$1,043,106
BANK CLEARINGS 1938 \$185,827,413 - 8.6% 1937 \$203,410,352	TELEPHONES 1938 87,202 + 4.5% 1937 83,405
BANK DEBITS 1938 \$212,808,000 - 8.2% 1937 \$231,737,000	ELECTRIC METERS 1938 80,813 + 3.6% 1937 77,959
STREET RAILWAY PASSENGERS 1938 5,338,423 + 1.4% 1937 5,261,435	GAS METERS 1938 76,692 + 3.9% 1937 73,746
INDUSTRIAL CONSUMPTION OF NATURAL GAS 1938 320,029.6 C. F. - 3.1% 1937 330,271.8 C. F.	WATER METERS 1938 72,495 + 3.7% 1937 69,847
INDUSTRIAL CONSUMPTION OF ELECTRIC POWER 1938 3,026,839 K.W.H. + 1.9% 1937 2,972,093 K.W.H.	NEW CAR REGISTRATIONS 1938 874 - 36.4% 1937 1,375

THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938	1937	1937						1938				
	May	May	June	July	August	September	October	November	December	January	February	March	April
Bank debits (dollars, in thousands)	212,808	231,737	242,306	252,917	240,233	266,084	269,893	246,902	293,829	256,064	219,181	248,997	231,231
Bank clearings (dollars in thousands)	185,827	203,410	219,737	225,697	216,017	251,516	251,045	227,286	238,805	215,980	186,541	220,733	201,878
Building permits (dollars)	1,134,065	1,043,106	908,468	837,573	644,848	828,358	859,214	895,951	877,316	965,643	752,929	996,338	1,186,742
Motor vehicles (new registrations)	874	1,375	1,439	1,352	1,177	1,069	1,218	1,018	1,065	965	943	1,228	993
Electric meters	80,813	77,959	77,968	77,959	78,786	79,314	79,617	79,661	79,815	79,763	79,964	80,235	80,522
Telephones	87,202	83,405	83,188	83,194	83,557	84,465	85,029	85,304	85,634	86,059	86,331	86,697	86,730
Gas meters	76,692	73,746	74,044	74,186	74,450	74,839	75,516	75,997	76,267	75,950	76,350	76,524	76,731
Water meters	72,495	69,847	70,188	70,450	70,695	70,902	71,136	71,269	71,413	71,528	71,560	71,939	72,184
Postal receipts (dollars)	341,240	352,880	347,277	332,664	303,273	368,511	398,231	371,611	481,862	331,074	312,817	270,366	354,304
Industrial power consumption (in kilowatt hours)	3,026,839	2,972,093	3,572,393	4,253,245	4,241,819	4,330,163	3,948,160	3,291,514	2,913,340	2,863,279	2,800,015	2,795,540	2,979,943
Industrial gas consumption (in thousands of cubic feet)	320,029.6	330,271.8	345,214.8	336,131.2	368,335.8	364,380.0	388,933.2	476,334.2	541,584.4	512,710.0	444,825.6	381,250.2	365,432.0
Street cars and bus traffic (passengers)	5,338,423	5,261,435	5,063,778	4,991,205	4,790,361	5,069,884	5,439,784	4,891,452	5,037,650	4,928,764	4,620,917	5,278,917	5,299,389

Joins Sales Staff of Haughton Brothers Printers



RICHARD HAUGHTON, JR.

Announcement was made recently by Richard Haughton, president of Haughton Brothers Printers, that his son, Richard Haughton, Jr., has joined the organization to become a member of the sales force.

This newest member of Haughton Brothers Printers graduated from Texas A. & M. College in 1937, and was one of a few outstanding members of his graduating class to receive an invitation from General Electric Company to receive practical training in its manufacturing plants. Mr. Haughton majored in mechanical engineering at Texas A. & M.

He will supplement the sales efforts of Billy Haughton, his uncle, and Bert Jones, both company vice-presidents, in his new connection, and with them will service the printing accounts of Haughton Brothers Printers.

The firm occupies its own building at 3116-18 Commerce Street and does commercial printing of all kinds, including magazines, office forms, and the many other types of printing used by business generally.

Magnolia Company Publishes Game and Fish Map

A comprehensive game and fish map of Texas has been published by the Magnolia Petroleum Company of Dallas.

It includes a county map of the state, with an accompanying sport index for each county. On the reverse side of the map are fresh water fish laws, salt water and commercial fishing laws, and game laws, together with sectional maps of Gulf Coast fishing areas.

Dallas' leadership in the National Sales Crusade has proved another strong tie with other cities of the Southwest. Because of the success of the Crusade in Dallas, the Dallas Chamber of Commerce has been called to assist in launching the movement in Paris, Temple, Longview, Denison, Gainesville, Lubbock and other Texas cities.



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First National Bank in DALLAS



Statement of Condition

At the Close of Business, June 30, 1938

ASSETS

Cash on Hand and Due from Banks - - - - -	\$ 51,947,416.66
United States Securities Owned - - - - -	22,406,168.25
Stock in Federal Reserve Bank - - - - -	315,000.00
Other Stocks and Bonds - - - - -	2,811,202.74
Loans and Discounts - - - - -	42,496,336.33
Furniture and Fixtures - - - - -	296,474.29
Real Estate and Banking House - - - - -	2,385,000.00
Other Real Estate - - - - -	1,304,881.28
	<hr/>
	\$123,962,479.55

LIABILITIES

Capital Stock - - - - -	\$ 8,000,000.00
Surplus Fund - - - - -	2,500,000.00
Undivided Profits, Net - - - - -	3,415,383.49
Reserved for Taxes, Etc. - - - - -	369,760.44

DEPOSITS—

Individual - - - - -	\$ 69,127,010.41
Banks and Bankers - - - - -	32,500,994.77
U. S. Government - - - - -	8,049,330.44
	<hr/>
	109,677,335.62
	<hr/>
	\$123,962,479.55

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DALLAS GETS DIVIDENDS ON CIVIC CENTER

(Continued from Page 6)

day house, the State of Texas Building is a showplace in itself.

Towering above the rest of the building is the semi-circular Entrance Niche, facing the Esplanade of State and the 1,000-foot-long reflecting basin. Immediately behind the Entrance Niche is the semi-circular Hall of Heroes, with bronze statues of the immortals of Texas history. Joining at the Hall of Heroes are the three wings of the building. To the left is the wing which houses the Halls of East Texas and of West Texas. To the right of the Hall of Heroes is the other front wing, housing the Halls of North Texas and South Texas. Each of these regional rooms is designed to suggest that section of the state. Beautiful murals symbolize the growth and resources of each of the regions.

The third and rear wing of the building is the Great Hall of Texas. Unlike the four regional rooms in the front wings, it has no museum display cases. It is a vast room whose murals tell the story of Texas, whose dignity and proportions pay tribute to the State for which it has already become a Valhalla.

In the basement of the shrine is a lecture room seating 800 persons.

The Dallas Museum of Fine Arts, like the State of Texas Building, is of simple, classic design which promises enduring beauty. On the southern edge of the exposition grounds, it faces the lake, between the Museum of Natural History and the Amphitheatre. It has twelve large, completely air-conditioned exhibition galleries, a restoration and scientific research laboratory (the only one of its kind west of New York), and the affiliated Art Institute of Dallas. A kitchen is provided for serving at social events, and a gallery is furnished comfortably for the convenience of clubs and organizations meeting in the museum.

Paintings, sculpture, prints and drawings valued at nearly \$2,000,000 comprise the owned and permanent loan collection of the museum. Regular loan exhibitions and special exhibits are held by the museum in a balanced calendar of activities. During the Golden Jubilee Celebration of the State Fair, the Museum will serve as the Art Department of the exposition. In the October 8-23 period, the Museum will have on exhibition an outstanding group of portraits by British painters; a group of paintings by contemporary Southwestern artists; and a competitive exhibition of Texas artists.

On exhibition in the Museum of Fine Arts this Summer are examples from the Museum's permanent collection; an anonymous collection of Old Masters; the Joel T. and Katherine Howard Loan Collection; work of Dallas school children

(this exhibition, in the children's room, is changed every three weeks); Chacoan Indian pottery, lent by the Taylor Museum for Southwestern studies; early American silver, glass and furniture from the Mabel Garvan Collection, Gallery of Fine Arts, Yale University; a collection of Chinese snuff bottles, lent by Charles Atwell of Hutchins, Texas; and an anonymous loan collection of Oriental objects.

The Dallas Art Association, which operates the Museum, has an agreement with the City of Dallas, dating from 1909, which provides that the City shall have title to the Association's acquisitions on condition that the council furnish an annual appropriation for the proper care and upkeep of these objects of art. During the 36 years of the Art Association's existence it has acquired more than \$500,000 worth of art objects, principally paintings. When the Museum of Fine Arts, one of the finest small buildings of its kind in America, was completed in 1936, the Art Association became responsible for its operation with funds appropriated by the City Council. The Museum had outstanding art shows during the Centennial and Pan American Expositions.

The permanent collection of the Art

Association consists of 135 paintings, 20 pieces of sculpture, and 92 prints and drawings, which have been acquired through private donations and subscriptions. The greater portion of this collection is the work of American artists. It is particularly rich in paintings done between 1890 and 1920. The Munger, Kiest and Junior League funds' revenue is used for additional acquisitions.

Mr. and Mrs. Joel T. Howard of Los Angeles, formerly of Dallas, have lent the Museum their group of 53 American paintings, including particularly fine Hassams, Innesses and other works of American artists.

A Dallas citizen who prefers to remain anonymous has lent 43 Old Masters of rare quality, the total value of which may run over \$1,000,000. These paintings, largely from the collection of the Marquis of Torre Tagle of Lima, Peru, include several splendid canvases by Velasquez, a Rubens, a Tintoretto, a Giovanni Bellini, two great Correggios and many others. The owner of this collection has indicated that he may eventually donate most of it to the Museum, provided it is properly supported by Dallas and Dallas people.

Director Richard Foster has not completed the schedule for exhibitions during the coming season. Among the shows planned for the Museum are an exhibition of Chinese portraits, a hobby show, an exhibition of the Dallas Camera Club, the second No-Jury exhibition, the annual Dallas Allied Fine Arts Exhibition, one or more one-man shows by outstanding American painters, local art organizations, and an exhibition by Dallas women artists, as well as a number of print exhibitions.

Provision was made in the Museum building for an art school. Since March, 1938, this wing of the Museum has been occupied by the Art Institute of Dallas. The Art Institute, founded by Olin Herman Travis twelve years ago, was converted in 1930 into a corporation of civic intent. The

(Continued on Page 30)

Classes of the Art Institute of Dallas make the Museum of Fine Arts a scene of activity throughout the day. Above, an outdoor sketching class in the courtyard of the Museum; below, a life class in the school rooms in the Museum. Parker-Griffith Photos.



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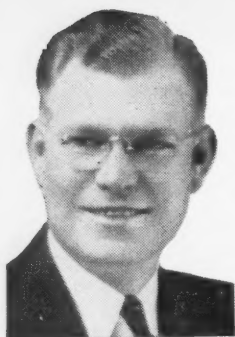
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(Continued from Page 11)

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Dallas Theological Seminary
The Civic Federation and Institute for Social Education
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Texas' Future Geared to *World Conditions*

By **ELMER H. JOHNSON**, Industrial Geographer
Bureau of Business Research, University of Texas

THE immediate economic problem of Texas concerns industrialization—but it is to be emphasized in no uncertain terms that the problem of Texas' industrialization concerns industrialization not only in Texas but elsewhere, whether in Northeastern United States or in Old England, in Germany, or Italy, or Japan, or in Argentina, or Australia.

Industrialization is concerned with heavy industries on the one hand and with light industries on the other, and with a rather full range of transitional industries grading from either of these extremes to the other. Each of the various groups of industries is characterized by a different proportioning of economic factors concerned, and it is necessary to point out the fact not always recognized that these economic factors embrace the economics of consumption as well as of production. Therefore, blanket statements concerning, for instance, the simplified operation of the so-called factors of production are necessarily of little benefit in picturing the actual conditions obtaining in an industry or even a group of industries.

It should not be necessary to call attention to the fact that the history of industrialization, either in the dominant world centers of industry or in the peripheral regions, is replete with examples not only of the evolution of industries and of industrial organization—of different industries, of different groups of industries—but also of numerous cases of industries which sooner or later for one reason or another came to naught, with the inevitable consequences of blasted hopes, investment losses, and even of human misery and dejection. Industrialization in itself is no panacea for economic ills; it is rather the type of industrialization that counts. And the type of industrialization has to be adjusted to the controlling conditions concerned.

Considering industrialization as a whole, two features are outstanding—the interdependence of industries, and the material bases of industries. The interdependence of industries is but another expression of the interdependence that characterizes economic life the world over; the workings of this factor are illustrated historically by the fact that the growth and extension of any industry not absolutely local in all its aspects has always

been determined and limited by what was occurring during the same period in inter-related lines of endeavor. For instances, the history of oil production since 1900 has been influenced primarily by the evolution of the automobile and the same relationship holds with reference to the history of highway construction in the United States since the turn of the century, and particularly since the World War period.

Interpretations of the growth and extension of the major industries of the world and of their inter-relations provide the basic factors out of which important trends, economic and industrial, may be constructed. This contribution of the economics of industries can be made of inestimable importance in calling attention to the main direction industrial growth is most likely to take in the immediate future.

Slavish following of projected trend lines, however, may be as productive of disaster as a plunge following a blind "hunch." It may be—in fact it should be—possible to project into the near future, for instance, fairly close estimates of the total world consumption of textile fibres; but the determination of the proportions of the component fibres in these totals during the next few years—of cotton and rayon filament, of rayon staple fibre, or even of wool or silk—is quite a different problem.

As to the material bases of industries these have been so severely neglected by most writers on economics and business, at least so far as the English language is concerned, that the whole field remains to be developed and interpreted—a task obviously impossible in a brief article. One very important concept which will be of increasing importance in future analysis of trade relations and industrial development can be noted. The problem of raw materials, as is well known, has received worthy attention particularly since the World War period; basically, however, the problem of raw materials is primarily a reflection of the economics of natural resources and of physical geography in the light of modern technology. And, as a matter of fact, the historical development of modern technology—like the

economic development of modern nations—bears a very close functional relationship to the availability and control of natural resources and the facts of physical geography; for, in a wider sense, the fundamentals of the history of cultures and the development of civilization lie in the varied interactions of man and the physical environment in which he lives and gets his living. Moreover, in the welter of post-War difficulties and in varied sorts of attempts in "muddling through" it is becoming more and more apparent that the term "world economy" no longer connotes the simplified economic features characteristic of the pre-War period.

It is apparent that world economy is coming to embrace or to be made up of certain large types of economies which fall under three major groupings; in each of these groupings there occur wide individual differences. These major groups embrace Continental nations such as the United States or Germany, Insular nations such as Great Britain or Japan, and Colonial countries such as the Dutch East Indies or New Zealand. So important are the distinctive facts pertaining to the economic structure of each of these groups that world economy may be considered as embracing Continental economies, Insular economies, and Colonial economies.

To sum up, the problem of future economic development in Texas is fundamentally a problem of industrialization. Primarily the problem of Texas industrialization is concerned with a wider and a more refined form of utilization of Texas natural resources which occur in such marked abundance; but it is a problem, too, that necessarily embraces important industrial factors which lie far beyond the borders of the State.

Furthermore, knowledge concerning and the means of further utilization of Texas natural resources is dependent upon the consequences of an advanced technology made possible largely by scientific progress and the furthering of economic organization which have brought the Western World into the age of potential abundance; the next step and a major challenge to economic organization is how to make feasible plentiful consumption in an age of abundance. And in this phase of the problem no section of the world should be more intensely interested than Texas. The state has the natural resources as regards both volume and diversity upon which a vast and extensive production capacity can be based; and it possesses the tremendous advantage of geographic location, particularly with reference to the Gulf of Mexico, and therefore physical access to coast-wise and over-seas markets. But even with these outstanding

(Continued on Page 34)

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STATEMENT OF THE CONDITION OF

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DALLAS, TEXAS

At the Close of Business, June 30, 1938

RESOURCES

Cash on Hand and Due from Banks	\$10,962,387.47	
U. S. Government Securities Owned	4,606,595.25	\$15,568,982.72
Stock in Federal Reserve Bank		45,350.00
Municipal Bonds		422,025.06
Corporation Bonds and Stocks		731,173.75
Loans and Discounts		4,970,238.18
Bank Building (Main Street through to Commerce Street)		1,525,000.00
Vaults, Furniture, and Fixtures		50,000.00
Other Real Estate		11,414.51
Total Resources		\$23,324,184.22

LIABILITIES

Capital Stock	\$ 1,000,000.00
Surplus	511,000.00
Undivided Profits	400,955.98
Reserves:	
For Depreciation—Bank Building	80,000.00
For Taxes, Interest, Contingencies, Etc.	44,918.24
Deposits:	
Individual	\$13,434,201.14
Banks and Bankers	7,521,667.99
U. S. Government	331,440.87
Total Deposits	21,287,310.00
Total Liabilities	\$23,324,184.22

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Accuracy Urged in Employers' Social Security Reports

WITH employers' quarterly old-age insurance reports due August 1, the Social Security Board has pointed out that business men can save themselves unnecessary work and help their employees get the benefits due them, by avoiding errors in reporting wages.

The return covers employees' wages during April, May and June. It is the second quarterly report to be made on the new Form SS-1a put into use in 1938 in place of the three forms used in 1937.

Taxes are payable at the time of filing the quarterly return. This new procedure for wage reports helps materially to simplify the work required of employers.

Ordinarily, the due date for the report is the last day of the month following the quarter for which it is filed. However, since July 31 falls on Sunday, Bureau of Internal Revenue regulations provide that the report may be filed on the next following business day, Monday, August 1.

In urging accurate reporting, the Board explained that, when it is unable to make corrections in erroneous wage reports, the incorrect items must be returned to the employer for correction. This makes double work for the employer and also delays the posting of these wages to employees' social security accounts. Accuracy in making their wage reports will protect employers to a great extent from this extra burden.

Five common causes of inaccuracy have been found by the Board in previous reports from employers:

1. Transposition of digits in typing employee account numbers.
2. Incorrect and partial names of employees.
3. Omission of account numbers for some employees.
4. Omission of employer identification numbers.
5. Illegible handwriting.

Employers' wage returns must show each employee's name and social security account number, and the amount of taxable wages paid to him during the quarter. After auditing these reports, collectors of internal revenue send them to the Social Security Board, where wages for each employee are credited to his account by means of his name and number. The employee's benefits are based on his total wages from employment covered by the old-age insurance plan.

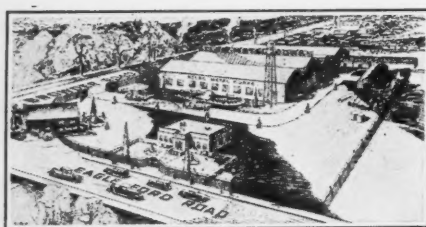
The names of employees should be listed exactly as they appear on employee account number cards. For this reason the employers should see that the names shown in their pay rolls conform exactly with the names on their employees' cards.

In order that each employee's social security account number may be given in the wage report, employers should keep a permanent record of these numbers. If an employee fails to apply for a number, the employer is required to file an application for him. Applications may be made at any Social Security Board field office.

Employers who do not have identification numbers should also apply for them at the nearest Board office. In most cases, Form SS-1a, when sent to the employer, bears his identification number. If it does not, and the employer has been notified of his number, he should enter it beside his name and address.

Farm Cash Income

As computed by the Bureau of Business Research, farm cash income in Texas during May was \$25,823,000 compared with \$20,923,000 the preceding month and \$31,022,000 during May last year. Normally there is a decline in farm cash income for the State as a whole from April to May, so that the increase in May this year over April caused a sharp increase in the index after adjustment is made for seasonal variation.



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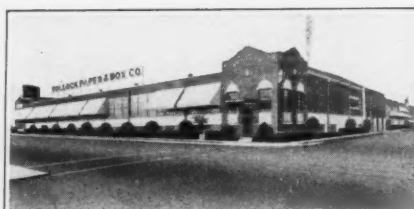
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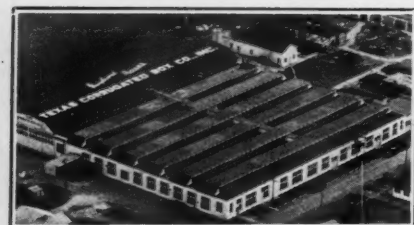
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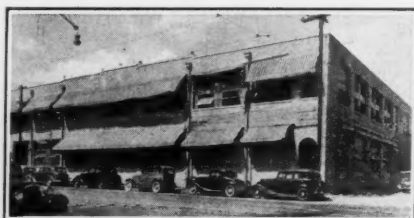
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Dallas Gets Dividends on \$3,000 Civic Center

(Continued from Page 17)

Institute has eight instructors and offers the following courses; Drawing, painting, cartoon, animation, industrial design, sculpture, ceramics, commercial art, fashion illustration and costume design.

The Dallas Museum of Fine Arts also boasts the only Restoration and Scientific Research Laboratory west of New York. It provides service in the field of restoration and conservation of works of art, and is under direction of Charles M. Muskavitch, formerly of the Gardner Museum of Boston and the Fogg Museum of Harvard University.

The Museum laboratory is said to be the most completely equipped of this kind in America, and the work being done there by Mr. Muskavitch has attracted national attention.

Two hundred yards from the Dallas Museum of Fine Arts is the Dallas Museum of Natural History. Generous in proportions and of classic dignity in design, this building also faces the lake. Because most of the museum materials deteriorate when exposed to sunlight, the Natural History Museum is virtually windowless and the exhibit halls are air-conditioned and artificially illuminated.

In planning the Natural History Museum it was decided to restrict its sphere of activities to the natural history of Texas, with special emphasis on the rich fields of vertebrate zoology and the geological sciences. The main floor was therefore designed for the exhibition of birds and mammals in modern habitat groups. On either side of the entrance foyer are two separate halls. In the four exhibit halls on the main floor, space has been so economically utilized that 650 feet, or nearly two city blocks, of exhibit cases are accommodated. The second floor of the building, of equal dimensions, at present is only partially completed. It is being reserved for future use at such time as the construction of exhibits requires additional space.

The Museum's collections have been accumulated from a variety of sources. Much fine material has been donated or loaned by individuals, but most of it has been collected and prepared by the Museum's own skilled staff. F. W. Miller is director of the Museum, and the habitat groups which are on display have been prepared under his supervision.

The habitat group is one of the most valuable types of museum exhibition thus far developed. It affords an unequalled opportunity to rationally combine in a

single unit a wealth of inter-related facts concerning natural history. Its pictorial appeal serves to attract and hold the visitors' attention so that its educational import becomes doubly effective. As the name implies, the habitat group is not concerned with the animal alone but rather with the animal and its habits and natural surroundings.

Habitat groups in the Dallas Museum



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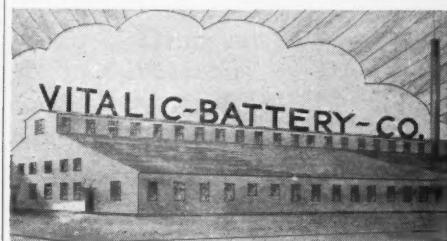
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229 CEDAR SPRINGS 7-8575 DALLAS

of Natural History have skilfully painted backgrounds, in which perspective and every detail of landscape are preserved. Accurate reproductions in wax and plaster of Paris of plants and other significant features of the scene are significant as a study in ecology, geography, zoology and botany. The construction of such habitat groups is a long, tedious task, requiring patience and skill. Such exhibits cannot be purchased; nearly all of them must be made. Eventually the Dallas Museum of Natural History will house 58 such habitat groups. Today 25 permanent exhibits of a great variety of Texas birds and animals in their native habitats have already been installed.

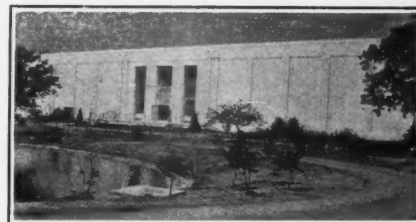
(Continued on Page 31)



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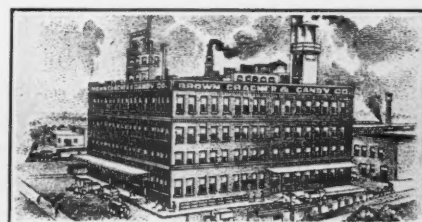


Dallas Museum of Natural History

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STATEMENT OF CONDITION OF THE DALLAS MORRIS PLAN BANK

AT THE CLOSE OF BUSINESS, JUNE 30, 1938

RESOURCES

Loans and discounts on personal or collateral security	\$ 961,819.00
Securities of United States, any State or Political subdivision thereof	202,675.32
Certificates of deposit	8,000.00
Furniture and fixtures	4,494.20
Cash and due from other banks and bankers, subject to check on demand	98,642.11
TOTAL	\$1,275,630.63

LIABILITIES

Capital Stock	\$ 100,000.00
Undivided profits, net	89,558.56
Reserve for interest, taxes, losses, etc.	55,013.53
Investment certificates of deposit	659,691.56
Payments on certificates hypothecated to retire loans at maturity	371,046.74
Other liabilities, customers' cash	320.24
TOTAL	\$1,275,630.63

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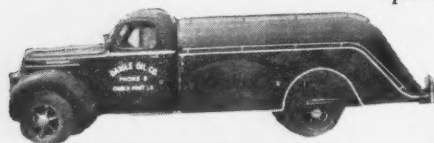
Phone 7-1313

Dallas, Texas

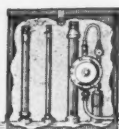
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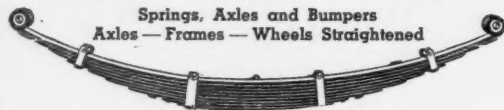
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DALLAS RESPONDS

(Continued from Page 19)

N. R. Royall, Jr.
Rauscher-Pierce.
Realty Development Co.
Robinson Machine Works.
A. J. Rife Construction Co.
Dallas Rupe & Sons.
Rogers-Smith.
Radio Equipment Co.
Earl E. Reynolds.
Royall Fire Brick & Supply Co.
John W. Riley.
Sealey Mattress Co.
Southern Pharmaceutical Co.
Southwest Sales Co.
Southwest Stone Co.
Standard Fixture Co.
Storey, Sanders, Sherrell & Armstrong.
Superior Products Co.
Southwestern Merchandise Co.
Sparkman-Holtz-Brand.
Seven Up Dallas, Inc.
Southwestern Laboratories.
Sims Letter Service.
Dr. Bedford Shelmire.
Southern Old Line Life Insurance.
D. M. Stern Millinery Co.
Standard Investment Co.
Scott Hotel.
Southland Supply Co.
Smith Ice Cream Co.
Safety Service Stations, Inc.
Southwest Tablet Manufacturing Co.
E. L. Smith.
Spence & Matson.
Southwestern Engraving Co.
Texas Inspection Bureau.
I. G. Thompson.
Tray Service Co.
Tretolite Co.
Timberlawn Sanitarium.
Texas Weekly.
Terminex Insulation Corporation.
Taystee Baking Co.
Texlite, Inc.
Universal Building Products Co.
Universal Life & Accident Insurance Co.
Universal Carloading Co.
Vilbig Brothers.
Vitalic Battery Co.
Waldrop Mortgage Co.
Weil Brothers.
White Engraving Co.
Wicker Fish & Poultry Co.
Wilkinson Brothers.
Weaver Spring & Bumper Co.
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Wright-Titus Co.
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Wilkinson Printing Co.
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Morris Levene, Retail Jewelry.
Geo. P. O'Rourke Construction Co.,
Geo. P. O'Rourke, Contractors.
New York Merchandise Co., L. H.
Shelby, Arthur Dominus, Imports &
Jobbers.
Dallas Concrete Co., A. M. Lacy,
Building Materials.
Oak Farms, Inc., J. R. Temple, A. B.
Moore, Dairy Products.
Binswanger & Co. of Texas.
Ellis Petroleum Co.
The Firestone Co.
Hoblitzelle Investment Co.
Melba Theatre Office Bldg.
Dispatch-Journal.

BUDGET SUBSCRIPTION INCREASES

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Austin Brothers.
Armored Motor Service.
Allied Underwriters.
Baker Hotel of Dallas, Inc.
Barrow-Wade-Guthrie Co.
A. H. Belo Corp.
Bennett Printing Co.
Borden's Produce Co.
Briggs-Weaver Machinery.
Butler Brothers.
Blue Top Tourists Courts
Browning Ferris Machinery Co.
Bristol Myers Co.
Brewington Lumber Co.
Cannon Ball Towel Supply Co.
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Dallas Clearing House Association.
Dallas Ice Factory.
Dallas Transfer & Terminal Warehouse.
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Flippen Prather Realty Co.
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General Motors Acceptance Corp.
Great National Life Insurance Co.
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Southern Supply Co.
Sun Oil Co.
D. M. Supperstein.
Shuttles Bros. & Lewis.
Simmons Company.
Sanger Hotel.
Shippers Warehouse Co.
Simpson, Lange & Co.
Temple Manufacturing Co.
The Texas Company.
Texas Corrugated Box Co.
Texas Farm & Ranch Publishing Co.
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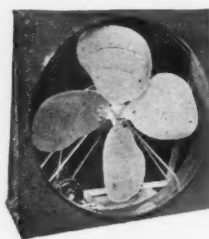
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Oil Development Underway in all but 14 Texas Counties

THAT all but 14 Texas counties are now under development for oil and gas is shown by a State map just prepared by The Texas Mid-Continent Oil and Gas Association.

G. C. Gibbons, executive vice president of the association, pointed out in a recent address that Texas today is producing 42 percent of the nation's daily supply of crude oil, and that Texas has more than half of America's oil reserves already located.

In Dallas alone, he said, there are more than 25,000 persons gainfully employed by or receiving direct benefits from Texas' oil industry.

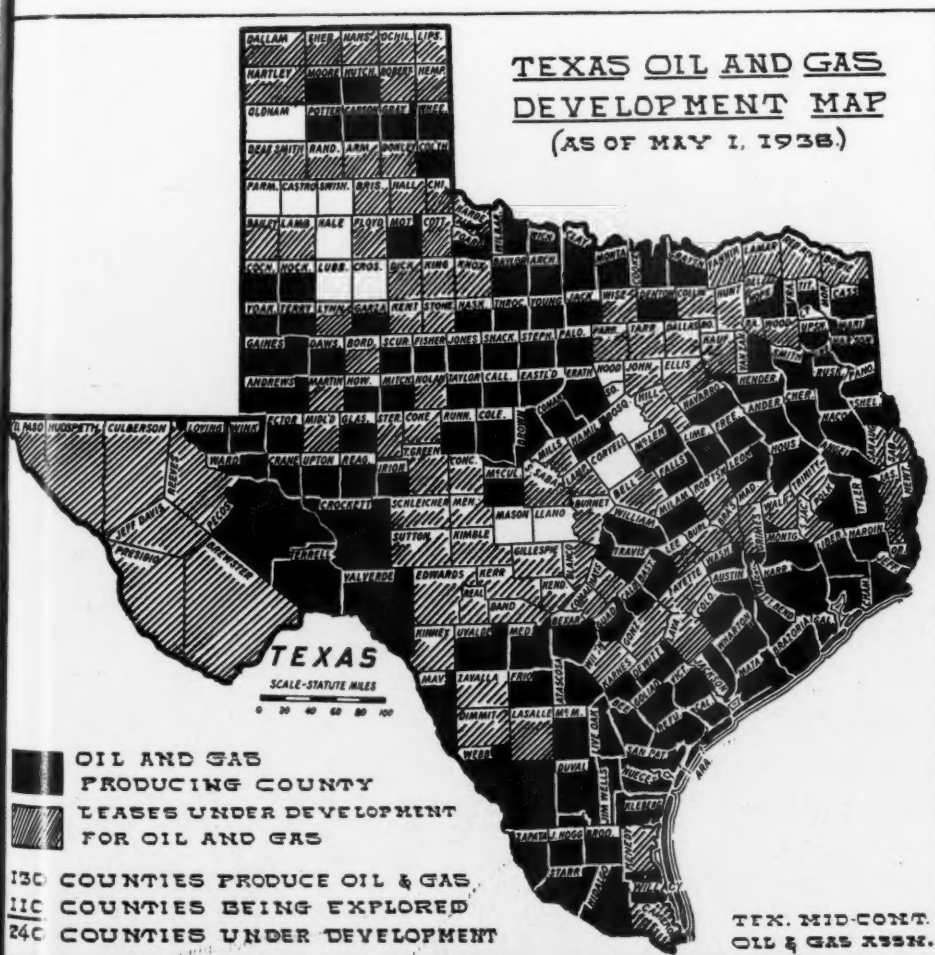
As a result of the continual search for possible new oil fields in Texas 45 million acres of land, spread over 240 of the State's 254 counties, are now under lease in proven and prospective oil territory. This widespread activity of the State's oil industry has been a major factor in placing Texas to the forefront as one of the nation's bright spots on the business map.

Leasing of land, prospecting for and producing oil have collectively proven a boon to Texas farmers and landowners, for last year their combined income from lease rentals, lease bonuses and royalty payments amounted to 105 million dollars. And, it is likely that this year's pay-

ments will be even greater. On the basis of last year's total crop value, these payments to farmers and landowners of Texas constituted an extra "cash crop" which was the equivalent of 26 cents above every received for crops.

Oil and gas are being produced now in 130 counties of Texas, while leasing of lands and exploration for new oil fields is being actively pursued in 110 counties which are not as yet productive of oil and gas. Wildcat wells are being drilled in many of these non-producing counties at this time, with the expectation of finding new sources of oil supply. Discovery of production in these areas means added in-

come for farmers and landowners in the form of royalty payments on every barrel of oil produced.



DALLAS RESPONDS (Continued from Page 28)

Pittsburg Des Moines Steel.
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 Quality Ice Co.
 Retail Credit Co.
 R. B. Manufacturing Co.
 Randall & Gray.
 J. W. Simmons, Jr.
 Sonneborn Brothers.
 Southern Publishing House.
 Shanghai Cafe.
 Terry Brothers.
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 W. E. Wrather.
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CIVIC CENTER

(Continued from Page 25)

Among the outstanding habitat groups already completed and installed are buffalo, beaver, deer, wild turkey, mountain lions and the Golden Eagle. The remaining space is occupied by temporary exhibits of Texas wild flowers, fossils, minerals, gems and birds, all of which will be retired to other sections of the building when the planned permanent displays are secured.

Attendance at the Museum of Natural History is steadily increasing, along with its influence in the Southwest. The Dallas Museum is the first in the Southwest conceived along modern lines of thought and possessed of physical resources of such calibre as to insure nation-wide approval and recognition. The Museum has already become a clearing house for nature lore of all kinds, and may well become one of Dallas' greatest assets for tourists.

At the opposite end of the lake from the Natural History Museum is the Amphitheatre. The background for the mammoth stage, housing dressing rooms, lighting apparatus and other theatrical equipment, is a half-horn-shaped structure of concrete. From the big stage, the Amphitheatre terraces rise tier on tier, providing seats for nearly 5,000 people. The vast open-air concrete theater is used for concerts, theatrical productions, and such community activities as high school graduation exercises. It will be the setting for the semi-annual series of Southwestern Style Shows, July 26th, August 2nd and August 9th.

At the side of the Amphitheatre, and directly across the street from it, is the Horticultural Museum, for which no permanent exhibits have been obtained. This museum is not open to the public on a regular schedule at this time.

In front of the Amphitheatre, and around the corner from the Horticultural Museum, is the Aquarium, which is one of the most popular buildings in the Civic Center.

Life, movement and a fish-eye view of the daily routine of the finny tribes provide an attraction that is irresistible to the babe in arms or the grandfather whose eyesight is beginning to get hazy. The cool, attractive interior of the Aquarium is seldom without its full quota of sight-seers.

People are accustomed to seeing the fish from a surface viewpoint, usually dangling on the end of hook and line. The opportunity of looking into the Aquarium tanks and seeing the fish in their native habitats offers the same vantage point one would have in a diving helmet.

The public can peek through a key-hole, so to speak, and see the intimate, private life of Mr. and Mrs. Bass, or the Catfish family.

(Continued on Page 31)

New Insurance Building



The new home office building of the Republic Insurance Co. of Dallas, above, is being constructed on Cedar Springs Road only a stone's throw from Turtle Creek Boulevard. The architect's sketch shows the simple, modern design which will make this one of the finest insurance company home offices in the Southwest. Occupancy of the new building is sched-

uled for late this year. The Republic Insurance Co. is more than a third of a century old, and has cash capital of \$2,000,000. Its Pacific Coast department is located at 548 South Spring Street, Los Angeles, and its Eastern department at 300 Madison Street, New York City. The new home office building in Dallas is on a heavily-traveled thoroughfare in Oak Lawn.

Lawyers Title Company Adds Sub-Agencies



E. J. BRANDT

Since opening the Texas office nine months ago, the Lawyers Title of Texas, Incorporated, has expanded to include five sub-agencies in Texas with approved attorneys throughout the state for the securing of loans, according to Ervin J. Brandt, vice president. This growth is attributed to the favorable business conditions throughout this territory and the considerable building activity in recent months. FHA loans and private capital for building available at this time have helped much to speed building of new homes in Dallas, said Mr. Brandt.

CIVIC CENTER

(Continued from Page 30)

Most of the Aquarium tanks are filled with fish native to the streams and lakes of the Southwest. But there are rare specimens also, such as the Sargassumfish or mousefish (*histrion pictus*) which comes from the tropical Atlantic. These fishes have top lures on their heads that they use in attracting other fish close to their mouths in order to capture their prey easier. The Sargassumfish and other unusual salt water species are on exhibit in the Aquarium from time to time.

The Aquarium must maintain the right kind of water, at just the right temperature, in all the tanks at all times. The basement houses the cooling and pumping machinery. Attendants are carefully trained in the proper care of their finny charges. Marion Toole is director of the Aquarium.

Feeding days are the best time to visit the Aquarium. Fish are fed only two days a week, on Wednesdays and Saturdays at 1:30 p. m. Large crowds are always present to see the feedings.



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INDUSTRIAL PHOTOGRAPHY

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- Offices complete to tenants' specifications. Partitions, closets, bookshelves, painting and wiring arranged as desired.
- A single office or an entire floor available.

This building is owned and operated by the Guardian Life Insurance Company of Texas, which will occupy a portion of the building as its home office.

GUARDIAN LIFE INSURANCE COMPANY OF TEXAS

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Claude Neon Federal Co. to Manufacture "Zeon"

The agreement between Claude-Paz and Silva, General Electric Company and the Claude Neon group of companies in the United States providing for the licenses for "Zeon" illumination has been approved in Paris, it has been announced in Dallas.

Exclusive rights for the manufacture of the new type of luminous tube have been acquired by Claude Neon Federal Company for the state of Texas, as well as for many other states. Production has been started, said C. S. MacMurry, manager of the company.

"Zeon," as the new tube is known, is similar in general form to the present Claude Neon lights, Mr. MacMurray pointed out, but with greatly improved efficiency and a wide range of colors not previously available.

The license is based on an exchange of patent rights by agreement among Claude-Paz and Silva of Paris, the General Electric Company, and the Claude Neon group, according to Mr. MacMurray. Powdered fluorescent crystals,

scientifically processed for the purpose, are responsible for the new improved qualities of the new light, he said.

The inner walls of glass tubes are coated with these various powders, which are activated by invisible ultra-violet or "Black Light" radiations within the tube, causing the fluorescent coating to glow with extreme brilliance, he continued. By proper selection and blending of the crystals it is possible to produce any desired part of the spectrum, including white and daylight colors.

In some instances 120 times as much illumination is obtained for the same current consumed by filament lamps of the same color, said Mr. MacMurray. The heat is correspondingly reduced.

The low current consumption and variety of colors opens up many new fields of use, he pointed out. Up to the present time artificial illumination has been limited largely to its utility value as a means of lighting other decorative effects. With "Zeon" the illuminant is a decorative medium of almost unlimited possibilities in its own right.

Statement of Republic National Bank

Dallas, Texas

Condensed Statement of Condition June 30, 1938

RESOURCES

Loans and Discounts	\$24,773,578.23
Banking House	1,975,000.00
Other Real Estate	364,792.40
Furniture and Fixtures	198,000.00
Stock in Federal Reserve Bank	213,000.00
U. S. Government Securities	19,276,751.10
State of Texas Securities	1,278,039.00
Municipal and Other Securities	2,692,639.32
Cash in Vault and with Banks	27,871,979.78
Total	\$78,553,779.78

LIABILITIES

Capital	\$ 4,000,000.00
Surplus	3,100,000.00
Undivided Profits	650,000.00
Reserve for Dividend	120,000.00
Reserve for Interest, Taxes, Etc.	262,166.61
DEPOSITS:	
Individual	\$40,960,081.58
Banks	21,271,095.59
U. S. Government	8,190,436.00
Total	\$78,553,779.78

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

POWER COMPANY

(Continued from Page 9)

Power & Light Company and its predecessor companies within the memory of a great many Dallasites. Incidentally, the history of the electrical industry in Dallas covers practically the same period as does the history of the electrical industry in the world, for it was not until September 4, 1882, that the first central electric light and power station in America began operating on a commercial scale in New York City, and the first "Dallas Electric Light Company" began supplying current in the early part of 1883.

Cooperation Urged for Census Survey

Retailers and wholesalers throughout the country who have been called on by the Bureau of the Census to furnish pertinent facts concerning their operations during the year 1937 and the first two quarters of 1938 are urged to cooperate fully by filling out, immediately, the questionnaires which have been supplied for this purpose, according to Clyde Wallis, manager of the Chamber of Commerce Industrial Development department.

The schedule form is simple, and furnishing the information will not entail a great deal of work on the part of the reporting establishments. This survey is of a current character and the early publication of the results is essential in order to be of maximum value.

Prompt response will enable the Census to begin publishing, during August, the first releases showing such basic facts as sales and pay rolls by quarters.

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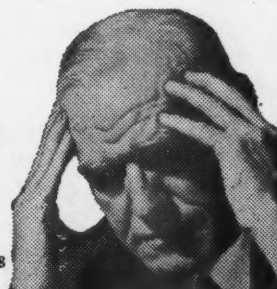
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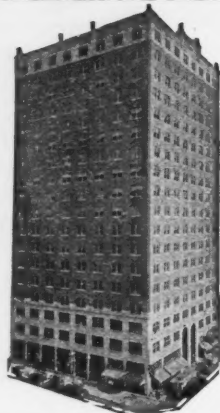
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Air Conditioning Opens Big, New Industrial Field

By F. H. GOLDTHWAITE
G. & J. Manufacturing Company

AIR conditioning had its beginning in the industries which, faced with the problem of variations in the weather that made fixed production schedules impossible, turned to air conditioning to facilitate their particular needs in the process of manufacture.

From the years 1920 to 1930, the comfort field began to open up in the homes and commercial establishments. Today's comfort conditioning is a far cry from the earliest installations. Great progress has been made. At present, information of an authoritative nature is not as complete as we would like for it to be. However, research and experience have compiled data from actual installations that have proved satisfactory.

The seller or installer of air conditioning today finds himself in the position of the local ice dealer, who was selling ice to consumers who kept it in tubs, boxes and cans, so to speak, in lieu of proper containers to hold the cooled air that was needed to cool their perishables, and lamented the fact that the ice melted (which it had to do to produce refrigeration), that they wrapped it in cloths and papers to prevent this. The refrigeration unit manufacturers foresaw this condition and offered the consumer, along with their unit, a cabinet that was far ahead of the unit itself, so that by the time that they had perfected the unit, the economies effected soon attracted its universal use and acceptance.

Most of the structures today represent poor containers for holding cooled air, and the resultant costs and operation expense of operating cooling systems in them over a period of years will retard the acceptance of it universally. The seller of air conditioning should offer his customer layouts that embrace the use of materials that will make the structure, if new, conform to air conditioning; if old, to augment the present materials that will effect material economy in operation costs.

The buyer or consumer of air conditioning today should look to a contractor who offers with his devices engineering service and advice as to apparatus' location, air distribution, the medium furnished for dehumidification and cooling

purposes, methods to prevent hazards, and, if to be combined with heating, proper automatic controls and means of insulating and preparing the structure for air conditioning.

To illustrate the scope of this field, a large four-story, windowless office building was erected recently in Hershey, Pennsylvania. The walls were insulated and a two inch water level is maintained on the roof to prevent the heat gain added by the sun's rays during the summer. In St. Louis is a twelve-story building with a large percentage of wall of glass brick in which the sun effect is the greatest single item of the total load. The windowless office building would not have been possible without air conditioning, yet, the initial cost of the equipment was less than that in a group of ten other buildings of conventional construction, and operation costs were reduced accordingly.

TEXAS' FUTURE

(Continued from Page 22)

advantages of vast production capacity based upon its immense natural resources and its favorable geographic position, the output of that productive capacity is to a very large extent dependent upon markets outside Texas. Paraphrasing Adam Smith's famous dictum that the division of labor is dependent upon the extent of the market, it may well be said that economic progress in Texas is dependent upon the extent of the market for the products Texas can produce so advantageously.

A full discussion of the implications of the statement that Texas economic progress depends upon the extent of the market would involve among other things an analysis of the position of Texas in the regional economy of the nation. Furthermore, a full discussion of the potentialities of Texas productive capacity would involve an analysis of the world-wide revolution which has so profoundly affected the production of raw materials, food-stuffs, and of manufactured goods and which has arisen in almost spectacular fashion to such enormous proportions during the past two decades.

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BUSINESS REVIEW

(Continued from Page 12)

Employment in Texas during May, according to the Bureau of Business Research, declined moderately from the preceding month and substantially from the corresponding month of last year. Employment declined 1.2 percent in May, as compared with April, and compared with May of last year the decline was 5.8 percent. Total weekly payrolls of these establishments were 1.4 percent larger than in April but 0.8 percent below May of last year. In the manufacturing industries employment decreased 0.9 percent from April and 8.9 percent from May of last year. The total weekly payrolls for the manufacturing industries were up 3.3 percent from April but down 3.2 percent from May of last year.

Electrical power consumption in Texas during May, based on reports from sixteen power companies representing all parts of the state, showed total production in these companies of better than 201 million kilowatt hours of current, an increase of 1.1 percent over April and 0.3 percent over May of last year. Commercial consumption for the two comparable periods increased 5.6 percent and 13.3 percent, respectively. Residential consumption increased 2.3 percent and 14.7 percent, respectively; while industrial consumption was down 2.8 percent and 5.8 percent, respectively, as reported by the Bureau of Business Research.

The same source reports building permits in Texas during May as substantially below those of the preceding month and moderately under those of the corresponding month of last year. Reports from 38 Texas cities showed a drop of 22.1 percent from April and a drop of 5.1 percent from May of last year. Dallas building permits for June, including Highland Park and University Park, were valued at \$958,113 as compared with \$908,467 in June of last year.

Postal receipts in Texas during May maintained a slight margin of gain over the corresponding month of last year, but there was a substantial decline from the preceding month, according to the Bureau of Business Research. Thirty-seven cities in Texas during May showed total receipts of \$1,251,232 representing a decline of 5.0 percent from April but an increase of 2.5 percent over May of last year. Dallas postal receipts for June, 1938, totaled \$249,755, a slight gain over the same month of last year when the total was \$245,308.

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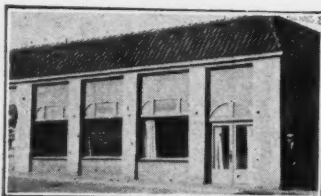
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5031**Chevrolet Motors Division in
New Offices****HERSCHEL WILSON**

The Chevrolet Motors Division of the General Motors Sales Corporation, formerly located in the Tower Petroleum Building, recently moved to new quarters in the Santa Fe Building.

Herschel Wilson, zone manager of the Chevrolet Motors Division, pointed out

that the ninth floor quarters in the Santa Fe Building are completely air-conditioned.

**Dallas Auditing Firm Founded
Eighteen Years Ago**

The auditing firm of Luke B. Garvin was established in Dallas in 1920, and Mr. Garvin has pointed out that a number of his clients have been with the firm for the full 18 years.

Miss M. E. Welborn, formerly of the Internal Revenue Department at Washington, who has been associated with the firm since 1931, handles all Federal tax matters for the company, Mr. Garvin said.

**Air Conditioning Institute
Opens Dallas Office**

Due to the phenomenal expansion of the air conditioning industry in the Southwest, Associated Air Conditioning Institute, Inc., a national organization formed by pioneer manufacturers and technicians in air conditioning and other mechanical and electrical fields, has established branch offices in the Kirby Building in Dallas.

These manufacturers realize, as do the other leaders in the industry, that in order to bring about a sound growth of their business it is necessary to train men to estimate, plan and engineer the great volume of installations now demanded by the public.

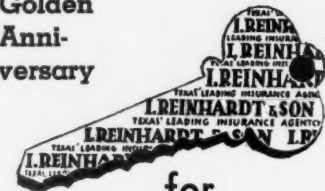
Men accepted by Associated Air Conditioning Institute are being given a thorough and practical training which fulfills the requirements of the industry.

The tremendous growth of air conditioning justifies the forecast that an industry which affects all business, all homes and all means of transportation, will be one of the largest industries in the world. A Department of Commerce bulletin pertaining to the market for air conditioning equipment shows that this industry has increased 1,400 per cent in the past five years, and while this is a tremendous growth, the trend of sales continues more sharply upward than at any previous time.

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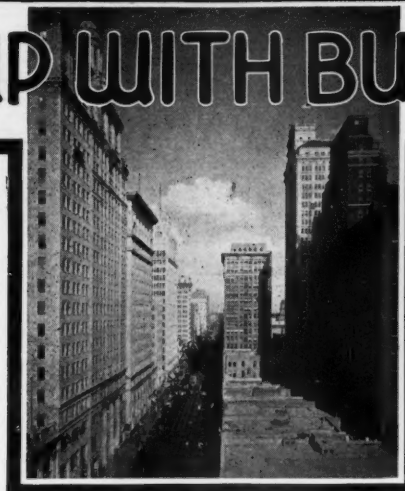
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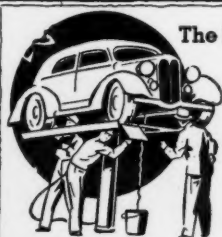
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DALLAS BUSINESS

(Continued from Page 13)

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Rayden Oil Company of Texas, 1303
Gulf States Building. Oil producers.

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Tiger Petroleum Company, organized
by H. R. Randall, H. E. Smith and C.
A. Lester. Oil producers.

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